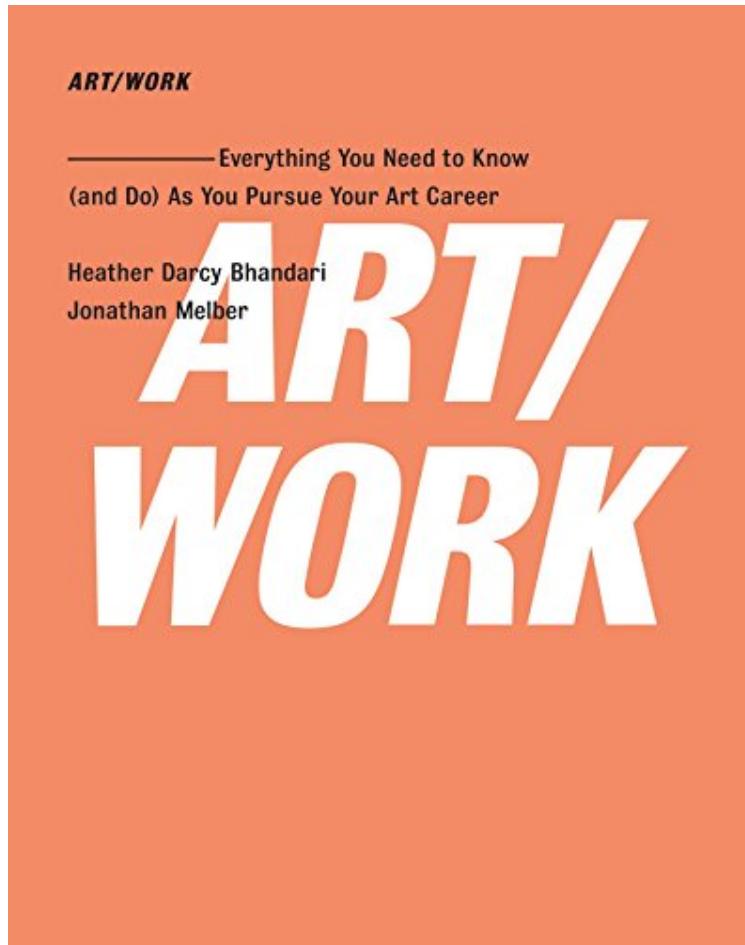


ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career

Heather Darcy Bhandari, Jonathan Melber
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Heather Darcy Bhandari, Jonathan Melber : ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career before purchasing it in order to gage whether or not it would be worth my time, and all praised ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career:

63 of 65 people found the following review helpful. Useful but don't make this your only resourceBy Heather LeighThis book is a useful resource because of its simplicity. It's easy to flip back and forth to find templates for things like consignment agreements and the like. I would agree with another reviewer, however, that the book is biased having been written by young gallerists working in New York for only the past decade or so. It offers a picture of the way galleries on the East Coast function at the moment. This is evident in the many quotes along the margins by few artists but more often gallery owners. I found some of these comments to reveal a disparaging - even snotty - tone about working with artists, despite the fact that artists are the people who create the work keeping them in business. It is helpful to know that these attitudes exist because you may have to face them in your career. Look for other more

encouraging resources in addition to this book. I recently picked up "How to Survive and Prosper as an Artist: Selling Yourself Without Selling Out." In tone, this is a much more empowering book and it has a great many more resources contained within its pages and appendices. The author, Carroll Michels has been working with artists throughout the country (not just in the distorted East Coast art scene) since the 1970s. The book has been through several editions and has clearly been updated and expanded to reflect the changes to the art world. In that sense, a greater depth and breadth of experience is brought to bear on the topic. *How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul* 4 of 4 people found the following review helpful. I recommend this book to EVERY person that wants to make ... By S. B. If you're buying this for a class, drop the class and just buy this book instead! I recommend this book to EVERY person that wants to make a career out of their art. It's thorough and full of fantastic and helpful information. The quotes in the side are often good food for thought as well. 2 of 2 people found the following review helpful. This book is helpful but also seems like all of this info online now. By Katie This book is helpful but also seems like all of this info online now. Great purchase for art school students

Find Out What They Didn't Teach You in Art School The most comprehensive guide of its kind, *Art/Work* gives artists of every level the tools they need to make it in an art world so competitive one dealer likens it to "The Sopranos, except nobody gets killed." Whether you're an art school grad looking for a gallery, a mid-career artist managing a busy studio, or someone just thinking about becoming a professional artist, this indispensable resource will help you build your career and protect yourself along the way. Unlike other creative professionals, visual artists don't have agents or managers. You have to do it all yourself, at least until you find gallery representation -- and even then, there are important business and legal issues you need to understand to stay in control of your career and ensure you're being treated fairly. Heather Darcy Bhandari, a gallery director, and Jonathan Melber, an arts lawyer, walk you through these issues so that you can essentially act as your own manager and agent. They show you, for example, how to tackle business basics such as tracking inventory and preparing invoices; how to take legal precautions like registering a copyright and drafting consignment forms; how to use promotional tools like websites and business cards; and how to approach career decisions such as choosing the right venue to show your work. In addition to drawing on their own experiences, Bhandari and Melber interviewed nearly one hundred curators, dealers, and other arts professionals, in cities across the country, about what they expect from and look for in artists. The authors also talked to a host of artists about their careers and the lessons they've learned navigating the art world. The book is full of their entertaining anecdotes and candid advice. No matter what kind of artist you are -- or want to be -- this book will help you. *Art/Work* covers everything you need to know to succeed, saving you from having to learn it all the hard way -- and letting you spend more time making art.