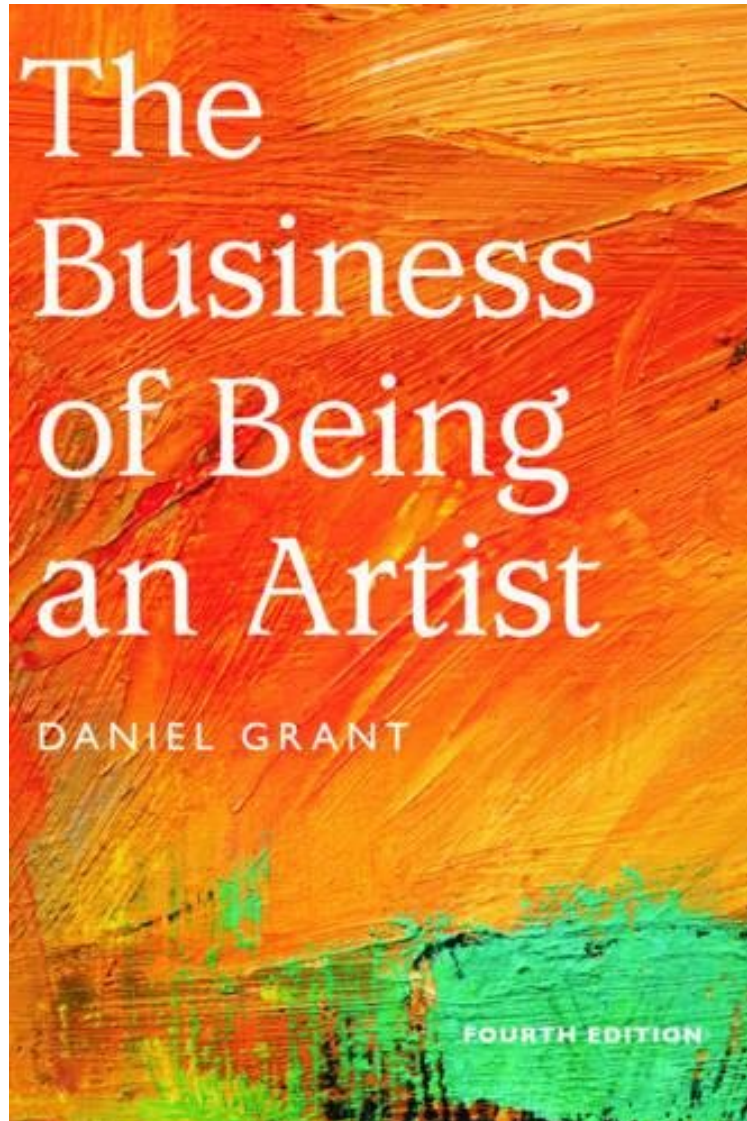


[Download] The Business of Being an Artist

The Business of Being an Artist

Daniel Grant

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Daniel Grant : The Business of Being an Artist before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Being an Artist:

1 of 1 people found the following review helpful. Truth in Art as BusinessBy H. EllisSerious information from essays by Mr. Grant. The truth is told here. Every art student should get this valuable can-I-make-a-living at creating art. Sometimes the truth hurts.81 of 82 people found the following review helpful. Fantastic overview very insightful.By Jack BertI read the 3rd edition by Daniel Grant. The book is aimed mainly at oil painters and sculptures. Even though I am interested in selling fine art photography the information was still much help since it gives such a complete view of

selling art. Sales outlets include galleries, mail order, Internet, and others including the likely hood of success in each and examples of persons who have been successful in each. The conversational style is easy to read. Positives and negatives of various sales methods are given. The book neither depresses nor thrills but seems to evenly cover the material. Many many issues of selling art are covered. Just when you think the author is done he comes up with another factor to consider. Personal issues as to how to act are covered as part of the explanations and a chapter on "Handling the Pressures" of success and waiting for success is included. It includes an Appendix of names and addresses of helpful organizations. Makes you feel like you could make money in the arts. Overall it was a great read.0 of 0 people found the following review helpful. Five StarsBy VPASGood book!

Fine artists are taught many things about the craft of art in the various art schools and university art programs, but rarely do they learn much if anything about how to make a career of their talents. The Business of Being an Artist contains information on how artists may develop a presence in the art world that leads to sales. The book contains information on how artists can learn to sell their work directly to the public with an understanding of the principles of marketing and sales as they're applicable to works of art. Artists will also learn how to find a suitable gallery that will arrange sales and commissions and how to set up a contractual relationship with the dealer that is both equitable and profitable. Among the topics covered in The Business of Being an Artist are: the range of exhibition opportunities for emerging and mid-career artists; how to set prices for artwork; when or if artists should pay to advance their careers; how artists may communicate with the public; applying for loans, grants, and fellowships; areas of the law that concern artists; using art materials safely; online sales and marketing, and much more. In addition to all of this priceless information, The Business of Being an Artist includes a unique discussion of some of the emotional issues that face artists throughout their careers, such as working alone, confronting stereotypes, handling criticisms and rejection, the glare of publicity, and the absence of attention. Without a doubt, The Business of Being an Artist is a must-have book for every artist ready to turn their talent into a successful business. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

One of the best-informed and most resourceful writers in the art field. - American Artist
About the Author Daniel Grant is the author of a number of books on fine artists' career development. He has taught at Lyme Academy College of Art and led career workshops at a variety of colleges and universities around the country including Yale University, Smith College, Iowa State University, and the College Art Association. In addition, he is a contributing editor at American Artist magazine and writes regularly for the Wall Street Journal and ARTnews. Grant has worked as a full-time art critic and feature writer for Newsday in New York City and the Commercial-Appeal in Memphis, Tennessee, as well as having served as the editor of Art Artists. Daniel Grant has written seven books for Allworth Press: The Business of Being an Artist, Selling Art Without Galleries, The Fine Artists' Career Guide, How to Grow as an Artist, An Artist's Guide: Making It in New York City, The Artist's Resource Handbook, and The Writer's Resource Handbook. Grant's work appears periodically in the New York Times and Art in America. A graduate of Northwestern University, Daniel Grant lives in Amherst, Massachusetts, where he has chaired the local cultural council.