



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

*Heather Darcy Bhandari , Jonathan Melber*

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## **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.

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

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## **From Reader Review ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career for online ebook**

### **Corey says**

I am a professional artist and I recommend this book to all other artists trying to figure out how to show and sell their work professionally. This covers all the non-art things an artist needs to know about interacting with galleries and museums from personal approach to legal paperwork to how you ship and pack art. They have legal templates, cautionary tales, and tips of all kinds. More importantly you get advice from different curators, gallerists and other art professionals on each topic covered. It's organized in way that makes it easy to find the piece of information you are looking for fast, so you can use it as a resource, not just a cover-to-cover read.

This book will save you from rookie mistakes that will make galleries not take you seriously, get your art damaged or even stolen, etc. The classic gallery mistake so many artists starting out make is to take their portfolio gallery-to-gallery, which the book equates with going into a bar and asking each person in there if they will marry you right now. Other mistakes things like dropping off art anywhere without getting a signed form describing the work, it's value, and who owns it with a picture of it. I know artists who never saw their work again and were never paid. These are painful rookie mistakes.

Art/Work is just a great go-to guide for everything about the non-art parts of being an artist. Some people (and unfortunately many artists) think all artists do is play around in the studio and enjoy making art. The truth is there are a lot of other things we need to know how to do that aren't always covered in art school. This book is your go-to for all that. I'm finally getting museum collections and I still refer to this book regularly. Can't recommend it enough.

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### **Ingrid says**

Quite informative. I'm looking forward to reading the updated edition when it releases in July.

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### **Arpita Choudhury says**

A useful book if you are delving into the fine art world. Some of the guidance was obvious and they completely skipped over the importance of social media.

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### **Cheryl says**

Mostly skimmed through this since there were SO many quotes making it tedious to read. It is also geared for the US market with taxes and copyrights and way too much info on galleries which is not useful in this area.

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### **Samantha Johnson says**

This book has a great deal of current, useful information and it is written plainly, and even with a bit of humor. It is easy to understand and includes resources for more information. Anyone who wants to become a professional artist, or any professional artists who need help developing and maintaining relationships with their galleries, should read this book. It would be a good idea for gallery owners to do the same as well in order to help understand where their artists are coming from.

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### **Nicole Haan says**

A useful guide to the business practicals of art and self-marketing.

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### **Jennifer says**

ART/WORK should be read with a pen and pad of paper handy, as well as a measure of intestinal fortitude to help you stomach the TRENDY/HIP title, whose attitude occasionally carries over to the text. By and large extremely helpful, Bhandari and Melber only really fall down in their assumption that anyone reading the text comes to it fresh off an art school education. That premise causes them to skimp on the specifics in a way that can be, to say the least, maddening. Still, it serves admirably enough as both a tool to focus intent and a reality check for aspiring artists.

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### **Sean says**

This book was incredibly useful to me. After art school I felt like I learned how to make art, but next to nothing about how to have a career as an artist. Of course, unless you wanted to teach at the University level or work at a coffee shop for the rest of your life. This book laid out some very basic things that are helpful in understanding the nuts and bolts of pursuing a career as an artist from graduation to gallery representation. I really enjoyed this book and would recommend it to anyone who has been to art school, and is having a difficult time making sense of why they did that.

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### **Emily says**

This is such a great resource for artists, even if you've been around the block, or just graduated from art school. The authors have a lot of experience dealing with both artists and the art world, which gives you an insiders look on what works and what doesn't. I really enjoyed the quotes inside that correspond with the points they are making. I think this will definitely help me with my career, and I'm glad I bought a hardcopy so I can refer back to my notes and highlighted passages.

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## **Brandan says**

A resourceful guide for the aspiring artist.

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## **Lou says**

some fairly good advice and a good resource to have on hand, some of the quotes make me feel like never making art again, just to not risk running into any of these egomaniacs who run galleries, particularly whoever the hell was writing from connor contemporary in dc. ugh.

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## **Raquel says**

Quite simply a collection of essential basics for professional art practice you should have been taught at art school - but weren't. Written from a US perspective however still very relevant for artists working anywhere in Europe and internationally.

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## **Darcy says**

Excellent resource! I give it 4 stars only because the pages of quotes (albeit decently insightful) were a bit excessive.

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## **Kim says**

As an artist who is about to graduate from grad school and was terrified of what to expect, this book definitely calms the nerves and is a MUST have for any artist - new or someone who has been at it for years. It clears up the processes, gives you good practices, and has overall incredible advice for almost any situation you'll encounter. Best of all, you learn to cover your butt in case something unfortunate happens! Invaluable!!

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## **Kian says**

If you're lost in the world of art business and do not have any idea how selling artworks to galleries and other institutes works then this book is for you. It tells you all the necessary steps, dos and don't and introduces you to a basic marketing tricks. I criticize it for giving too many advises from artists, curators and gallery owners. It has an easy language and you can read it quite fast.

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