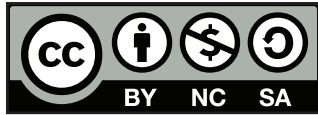


AMANDA PALMER



Amanda Palmer is a musician, artist, and writer. Based in the U.S.

amandapalmer.net

Revenue model: crowdfunding (subscription-based), pay-what-you-want, charging for physical copies (book and album sales), charging for in-person version (performances), selling merchandise

Interview date: December 15, 2015

Profile written by Sarah Hinchliff Pearson

Since the beginning of her career, Amanda Palmer has been on what she calls a “journey with no roadmap,” continually experimenting to find new ways to sustain her creative work.¹ In her best-selling book, *The Art of Asking*, Amanda articulates exactly what she has been and continues to strive for—“the ideal sweet spot . . . in which the artist can share freely and directly feel the reverberations of their artistic gifts to the community, and make a living doing that.”

While she seems to have successfully found that sweet spot for herself, Amanda is the first to acknowledge there is no silver bullet. She thinks the digital age is both an exciting and frustrating time for creators. “On the one hand, we have this beautiful shareability,” Amanda said. “On the other, you’ve got a bunch of con-

fused artists wondering how to make money to buy food so we can make more art.”

Amanda began her artistic career as a street performer. She would dress up in an antique wedding gown, paint her face white, stand on a stack of milk crates, and hand out flowers to strangers as part of a silent dramatic performance. She collected money in a hat. Most people walked by her without stopping, but an essential few stopped to watch and drop some money into her hat to show their appreciation. Rather than dwelling on the majority of people who ignored her, she felt thankful for those who stopped. “All I needed was . . . *some* people,” she wrote in her book. “Enough people.