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Art/Work - Revised & Updated: Everything You Need to Know (and Do) As You Pursue Your Art Career (Paperback)

By Heather Darcy Bhandari, Jonathan Melber

SIMON & SCHUSTER, United States, 2017. Paperback. Condition: New. Revised, Updated. Language: English. Brand new Book. The definitive, must-have guide to pursuing an art career-the fully revised and updated edition of Art/Work, now in its fourteenth printing, shares the tools artists of all levels need to make it in this highly competitive field. Originally published in 2009, Art/Work was the first practical guide to address how artists can navigate the crucial business and legal aspects of a fine art career. But the rules have changed since then, due to the proliferation of social media, increasing sophistication of online platforms, and ever more affordable digital technology. Artists have never had to work so hard to distinguish themselves-including by making savvy decisions and forging their own paths. Now Heather Bhandari, with over fifteen years of experience as a director of the popular Chelsea gallery Mixed Greens, and Jonathan Melber, a former arts/entertainment lawyer and director of an art e-commerce startup, advise a new generation of artists on how to make it in the art world. In this revised and updated edition, Bhandari and Melber show artists how to tackle a host of new challenges. How do you diversify income streams to sustain a...



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