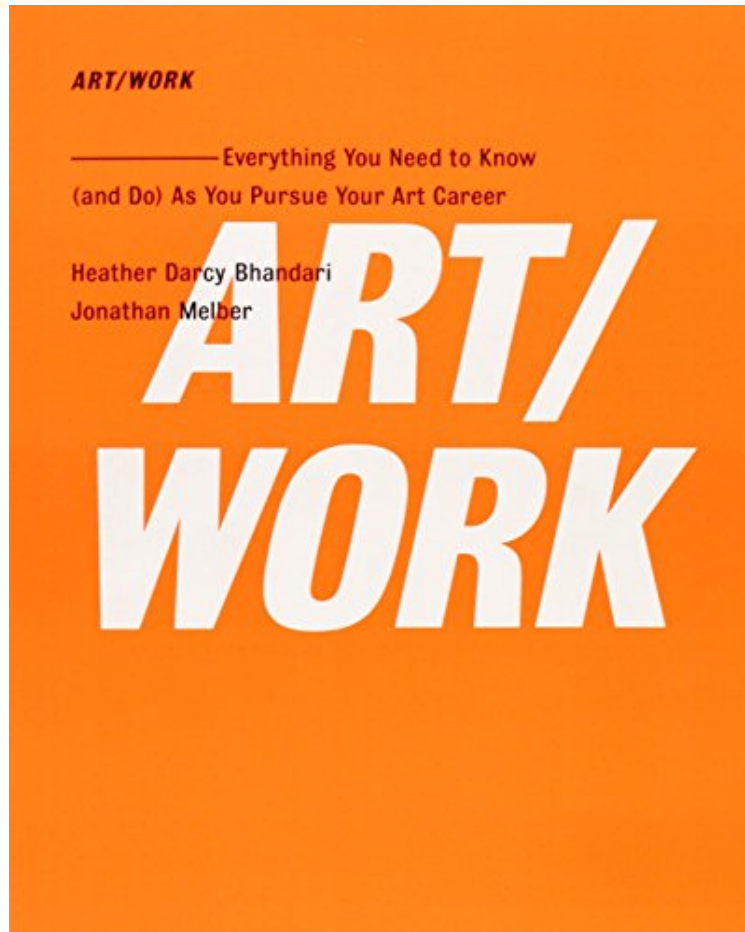


# ART/WORK: Everything You Need to Know (and Do) As You Pursue Your Art Career

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 gauge 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:

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remotely related to art). After skimming through it I was struck how its lessons are highly practical for many other fields, self-employed or not. However, if your interests lie in beginning a career in the visual arts, collecting, or sales, this book is an absolute must-have.

**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.

"This book is a godsend...it should be required reading in fine arts curricula." -- Santa Fe New Mexican "I'll bet this powerful little paperback finds a permanent home on the list of best business books for artists.... The contract, invoice and inventory templates alone are worth the cover price." -- The Artist's Magazine "Together [the authors] make for a powerful combo, offering both extensive knowledge of the gallery system and the ins and outs of art law, for some well-founded tips on how to succeed in the art world...it's the perfect gift for anyone working in a creative field." -- CoolHunting.com "This book is filled with the kind of nuts-and-bolts business advice every artist needs to read." -- ArtBistro.com "Bhandari and Melber, both Brown University graduates, have drawn on their own experiences and interviews with 100 curators, dealers, and other arts professionals to offer advice on everything from preparing artwork for shipping to coping with rejection." -- Boston Globe "Emerging curators, along with established curators who work with living artists, would do well to read it, as would art dealers and workers at nonprofit spaces or organizations.... One unique aspect of the book is the quotes in the margin -- from high-profile artists and well-known professionals who've been around the block. Shamim Momin from the Whitney Museum and Peter Eleeey of the Walker Art Center talk about how they meet new artists and visit their studios, and Seattle gallerist James Harris underscores the importance artists' websites have when he looks for new work to show." -- College Art Association News "...even those who have no interest in the art world may find *Art/Work* of use. Their instructions on how to pack objects for example, are so thorough, only the most dexterously challenged will find difficulty executing them. What's more, should this book reach the majority of working artists today, the quality of gallery staff life would improve by a level of magnitude..." -- Paddy Johnson for The L Magazine

About the Author Heather Darcy Bhandari is the Director of Exhibitions at Smack Mellon, a nonprofit exhibition and studio space program in Brooklyn, New York. Its mission is to nurture and support emerging, under-recognized mid-career, and women artists in the creation and exhibition of new work. She is also an independent curator, adjunct lecturer at Brown University, and a consultant to several for-profit and nonprofit arts institutions. Heather lectures and participates in portfolio reviews and panel discussions across the country. She is on the board of directors of visual arts at Art Omi (an artist residency in Ghent, New York) and the advisory boards of artcity (an online, art-related publishing platform) and Trestle Gallery in Brooklyn. She was on the board of NURTUREart for nearly a decade. For the last fifteen years, she was a director of Mixed Greens gallery where she curated over one hundred exhibitions while managing a roster of nearly two-dozen emerging to mid-career artists. Heather received a BA from Brown University and an MFA from Pennsylvania State University. Her career began at contemporary galleries Sonnabend and Lehmann Maupin, both in New York City. Jonathan Melber began his career as an arts-and-entertainment lawyer in New York, representing artists, galleries, collectors and a host of creative individuals and companies. He eventually left his legal practice to join the art e-commerce startup 20x200 as head of business development, later moving to LA to run content acquisition business affairs at Hulu. Today, Jonathan handles monetization strategy and digital licensing for Turners entertainment networks. Jonathan graduated from Brown University with a degree in philosophy and received his JD from New York University School of Law, where he was an editor of the Law .Excerpt. Reprinted by permission. All rights reserved.

*Art/Work* CHAPTER 1 The Big Picture