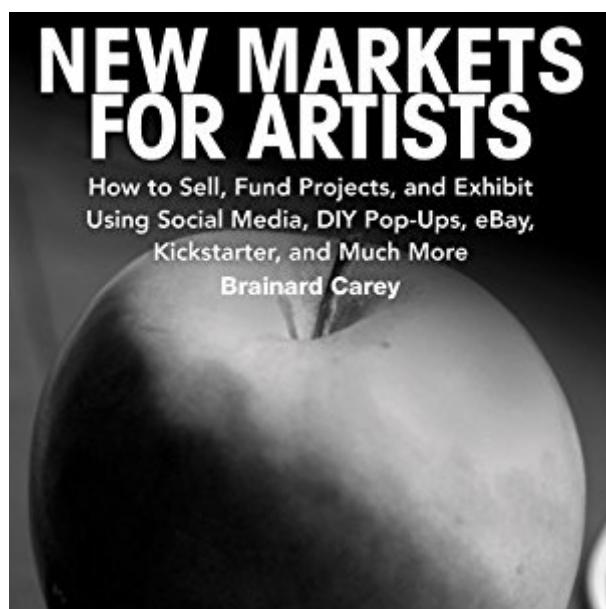


The book was found

New Markets For Artists: How To Sell, Fund Projects, And Exhibit Using Social Media, DIY Pop-Ups, EBay, Kickstarter, And Much More



Synopsis

In this practical and lively guide, Whitney Biennial - featured artist and career coach Brainard Carey will teach you about opportunities that you didn't even know existed! This book is like a language course that is meant to enhance your ability to communicate your art and creative ideas to the world. In the new millennium, artists must create new models for exhibitions and sales. They must also be aware of new modes of communication, from social networking to the latest mobile phone apps. How we share visual information is radically shifting, and artists can benefit from all of these new tools. In this hyper-competitive world, the latest software and hardware, as it applies to creativity and promotion, is part of a language you must be conversant in. This book works as a course (downloadable syllabus available) and as a companion volume to Carey's recent book, *Making It in the Art World*.

Book Information

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Customer Reviews

Same book, different writer. Target audience is too vast, so a good part of the book is wasted on teaching beginners social media- why is that? Most people understand how it works by now and its benefits. If not, you are wasting your time trying to teach them, those are the closed-minded people (a.k.a technology dinosaurs) who never want to learn, anyway. I don't want a book where I have to skip chapters...I recommend picking a niche and targeting that audience for your book- it may be smaller, but the results are better- instead of trying to reach every artist at every level (then you get tough reviews like mine). Another big part of the book is about the author promoting himself-boring and annoying to some extent. Confusion about who the author is: an artist or a mentor? The impression I get is that of someone who is not that successful at either one by trying to be both. All

the techniques mentioned to do not work for all types of artists. I do not agree with pursuing flaky people for months, unless they hold the key to major deals. I would recommend you translate the time you invest in pursuing the flaky people into dollars invested, and instead of pursuing these sort of people, you can instead spend your time pursuing more people who are professional and reliable, it may be a better return on your investment. I did like the examples of how some artists became successful, some of the social media strategy examples, and the Kickstarter story- I would recommend more such stories. Clearly a book for beginners, but a waste of money for artists who are seasoned marketers.

Interesting, but nothing is discussed in depth. This book is made to have you buy into B Carey's seminars and other tutorials that you have to pay for. Good business intro for artists but could add more in depth.

I am an older artist who has recently retired from teaching. I now have time to just paint. I am looking forward to selling my work, and I need to know how to enter the new markets for artists. My brother, who is a sculptor can use this information. I am going to refer him to this book. It is so interesting I can barely put it down. I use the Retrograde of Mercury time to catch up on my reading. This is a perfect example of how I spend my time, when I'm not painting.

Very basic info re mostly how to open up facebook, tweeter accounts etc, maybe good for people who don't know anything about social media, was a little bit disappointed as i was looking for more

I know I'll catch a lot of flack for it, but I have to give this book one star. There is literally nothing in this book that you cannot find with a simple google search and to be honest your search will come up with more useful hints and tips. This book is for people who have literally no experience with social media in any way shape or form. The author holds your hand through the setting up of facebook and twitter accounts and then basically encourages you to follow rich people, curators, museums and galleries and to ask them for money. There is one story in particular that stood out to me. He tells of a friend that had a printing company and he asked his friend to print a bunch of fliers for him for free. His friend told him that wasn't feasible for him as he couldn't afford to do it. So he wrote his friend off as a jerk. He later found someone that would print something for him for free because that person was clever enough to figure out how they could exploit the author's show or whatever (him and his wife cleaned feet and handed out bandages) for money. This guy was a good

guy. Can you hear my eyes rolling? After that gem his book read less like he wanted to help and more like he was condescending to the reader. The majority of the stories are his personal stories rather than case studies of those who have used his methods (were there any methods in this book?) from his workshops. So the whole thing comes across as a vanity book more than anything else. The advice he gives is kind of sound. It's basically this: Know rich people. Exploit them. See a gallery you want to be in? Contact them. Want something for free? Contact people. Also get to know more rich people. If you don't know rich people stalk them on facebook. Oh and use kickstarter. I will say this, in case it was lost in the diatribe above, if you are absolutely clueless as to how to even set up a facebook account this book may be helpful to you.

This is the 1st book about selling my art that makes sense. Not having any luck with galleries...and I dreaded every time I contacted a gallery. I hope these other approaches will be successful. I've already started a facebook page and am looking at other options. Most important I'm making art so I'll have art to sell.

Don't waste your time and money here. You will find the info quite redundant and old news. Plus, this book is not for graphic designers or other commercial artists.

I recommend this book for everyone wanting to make his (her) way in the art world. Brainard Carey's enthusiasm is very invigorating.

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