

5.0 out of 5 stars

What Every Artist Should Know About Surviving the Entry into the Art World, December 14, 2010

By

Grady Harp (Los Angeles, CA United States) -

This review is from: "Accelerating on the Curves: The Artist's Roadmap to Success" (Paperback)

Katharine T. Carter deserves a special honorary PhD for this amazingly fine large volume of useable information for artists. Whether the artist has just completed training or has been in the requisite community fairs, juried beginner theme exhibitions and shows or is in a 'starter gallery' and wants to progress upward - or even for the mid-career artist who feels ignored and needs a jumpstart to gaining some attention, this book is rich in material that is readable, well organized, thoughtful, and no nonsense.

Carter's motto is 'No one can do it alone, no matter how capable or driven.' and from that starting point she uses her skills as an artist advocate and as head of Katharine T. Carter Associates to cut to the chase. This is not a spoon-feeding manual that promises artists a place in the upper echelon. This book is full of information on self promotion, use of the internet (the does and don'ts), gallery etiquette, how to extend a career from coast to coast, how to write a meaningful resume and proposal, and in essence how to market the product the artist makes - ART.

After reading the first chapters written by Carter, it is not a surprise that she elects to extend her book with essays from many fine writers in the art field - critics, gallery owners, writers of article including such very well known names as Ed Leffingwell, Peter Frank, catalogue guru Bill Mutter etc etc: even the cover is by the very fine painter Astrid Preston. There are very few aspects of life in the arts that these twenty-one bright thinkers don't cover. As a matter of fact, this section of the book is as valuable to the already successful artist as it is to the beginner. Every art school should incorporate this manual into their teaching library. It would be a fine book for art collectors who want to understand the journey their collected artist has taken. But if you are an artist, invest in this book. It fills in all the cracks! Grady Harp, December 10