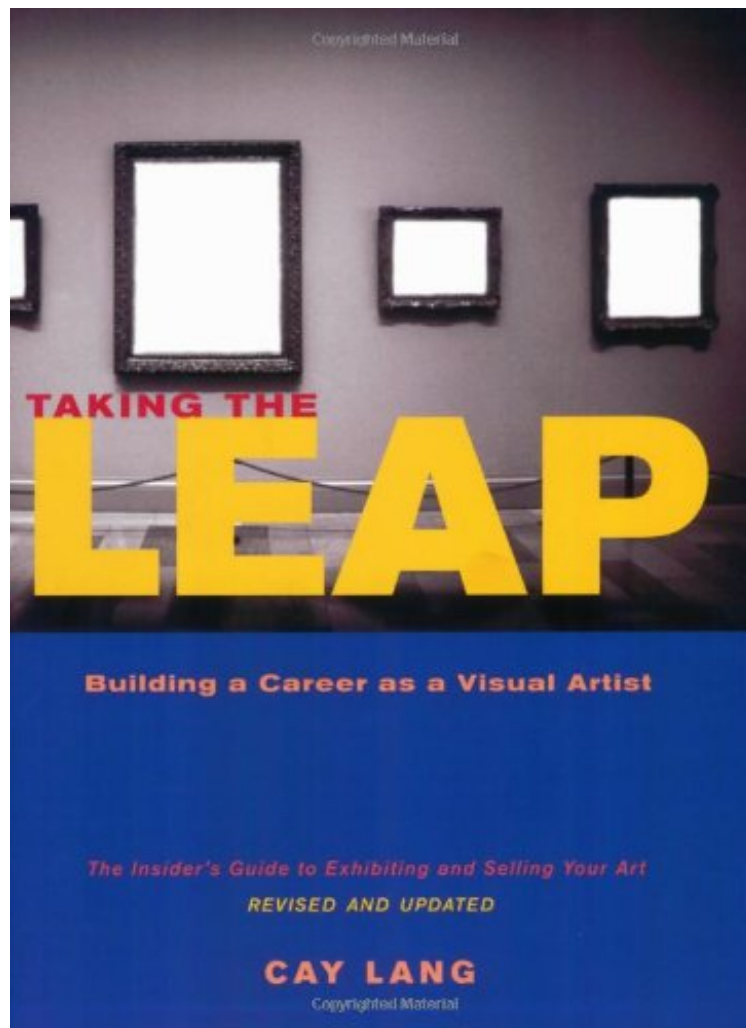


(Free pdf) Taking the Leap: Building a Career as a Visual Artist (The Insider's Guide to Exhibiting and Selling Your Art)

Taking the Leap: Building a Career as a Visual Artist (The Insider's Guide to Exhibiting and Selling Your Art)

Cay Lang

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Cay Lang : Taking the Leap: Building a Career as a Visual Artist (The Insider's Guide to Exhibiting and Selling Your Art) before purchasing it in order to gage whether or not it would be worth my time, and all praised Taking the Leap: Building a Career as a Visual Artist (The Insider's Guide to Exhibiting and Selling Your Art):

1 of 1 people found the following review helpful. Take the Leap and Buy this BookBy Mr. J. MurdockTaking the Leap is written in a positive, yet practical, tone and serves as an All-in-One Guide for the career artist. Although this book is a decade old, the information can still be applied in todays art market. Nowhere is this more apparent in

Chapter Two Creating Your Artists Packet. It discusses how to write an artists bio, artists statement, photographing your art, and sending out your artist packets to galleries. Since Lang's specialty is photography she gives helpful advice to artists taking pictures of their art for the first time. The subject of taking slides of your art is touched upon with good reason. The older, more established galleries prefer the old technology of slides over a CD-Rom when it comes to viewing the art. Lang touches upon the subject of what most artists fear: Writing the Artist Statement. I suggest keeping a visual diary with you in the studio as you work. As ideas and phrases come to you, write them down, in part or in whole. Don't worry about your writing style, just get the thoughts down. Your work wants you to understand it; spend time with it, and it will speak to you. Later you can use the ideas as sources for your statement (pg. 38) and keep the information as specific as possible (pg. 37). The appendices contain quite a lot of organizations which can be of help to the career artist. Sidestreet Project offers support to artists such as grant writing assistance, graphic design, new media production, consultation, and digital projector rentals. Art deadlines list provides listings of contests, scholarships, juried shows, jobs, internships, and call for entries. Laughing Squid is a database of local, regional art and culture, and maintains daily show announcements. I first read this book in 2011 and just finished reading it again in 2016 because Taking the Leap is one of those few books which is worth re-reading. I applied its insights when I first read it and my art was accepted by a midtown gallery. This book is smartly written yet the language is clear; both the beginner and the careerist can get valuable insights from it. It presents several templates of what an artists bio, artist statement, consignment forms, and an artist-gallery agreement ought to look like. Cay leaves no stone unturned, even taxes and dealing with the IRS is discussed! Take the Leap and Buy this book. 2 of 2 people found the following review helpful. A little antiquated, but still has valuable information. By Carrie Ann Schumacher I had this book as a textbook for an art business class in grad school, and really enjoyed it and learned a lot from it. Some of it is a little outdated (who really uses slides anymore?), but overall it was very easy to read and had a lot of great information in a very digestible format. The tone is overall very positive and breaks everything down into basic and simple steps, so it seems like you really CAN take the leap. I feel this book is a must-have for every art major who doesn't want to end up as a starving artist. 0 of 0 people found the following review helpful. but mostly good info. By Chris Pike I think it's a bit romantic about the industry, but mostly good info.

Cay Lang's Taking the Leap has helped thousands of artists jumpstart their careers and make real the dream of exhibiting and selling their work. An internationally exhibited photographer and teacher, Lang offers the wisdom of experience, combined with enthusiasm and gentle humor, to guide artists through the ins and outs of the art business. Practical and inspiring, this revised and updated edition offers two new chapters on using the Internet and the media to best effect plus provides step-by-step advice on preparing presentation materials; finding and dealing with galleries (as well as bypassing the traditional gallery system); handling rights, royalties, and taxes; an extensive resource list; and other invaluable information for both beginning artists and those ready to take the next step in their careers.

About the Author Cay Lang began teaching her Taking the Leap course in 1990. Her photographs have appeared in numerous books and magazines, and have been shown in London, Tokyo, Paris, and Toronto. She lives in the San Francisco Bay Area.