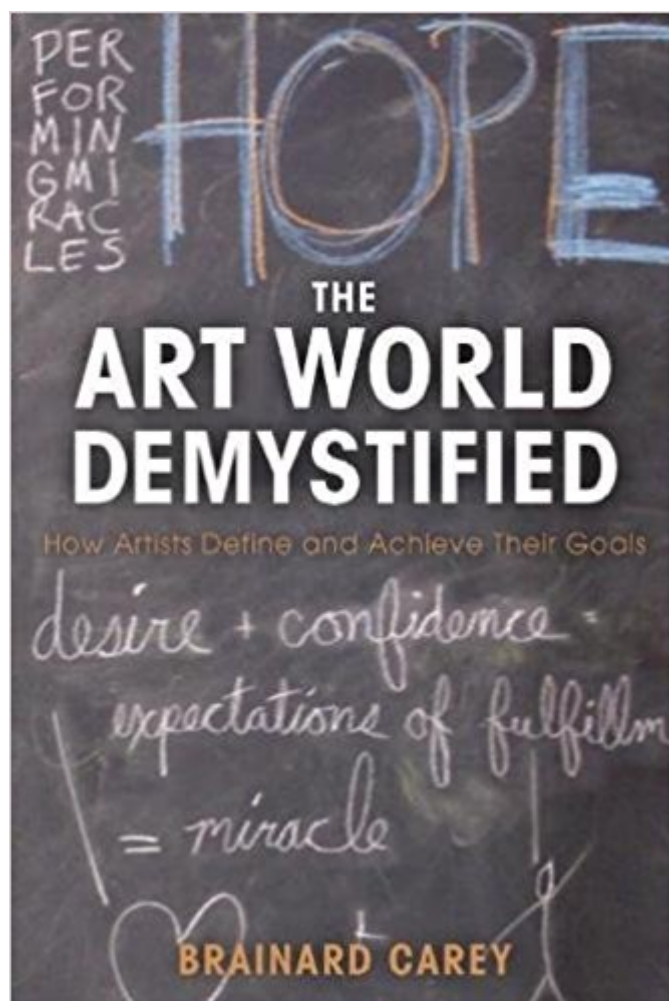


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# The Art World Demystified: How Artists Define And Achieve Their Goals



## Synopsis

The Art World Demystified unfolds the confusing and often treacherous terrain of the art world, revealing the inner workings of a system that has few rules but many opportunities. In this volume, artists will find their own questions reflected and addressed, including: • How does an artist penetrate the inner circle of the art world? • How do museums choose exhibits? • How can an artist reach critics and get feedback? • How do artists make a living, and how much can they expect to make? • What are the "rules" of the art world? • Why is it all so mysterious? Author and successful artist Brainard Carey explores these queries and more, giving concise answers and guidance on such issues as talking to curators, navigating suitable promotion, and maintaining motivation, alongside profiles of well-known artists. He enables, and encourages, readers to not only navigate the mysteries of the artist's career, but also to create their own mythologies by presenting their work in a way that generates interest, questions, and an invitation to the inner circle. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

## Book Information

Paperback: 308 pages

Publisher: Allworth Press (April 19, 2016)

Language: English

ISBN-10: 1621534847

ISBN-13: 978-1621534846

Product Dimensions: 6 x 0.9 x 8.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #214,904 in Books (See Top 100 in Books) #86 in Books > Arts & Photography > Business of Art

## Customer Reviews

Brainard Carey and his wife Delia Bajo co-founded Praxis, a collaborative that was invited to be part

of the Whitney Biennial in 2002 and was given a solo show there in 2007. He has also shown at other venues around the world. Carey also runs a mentoring/educational business that helps artists write grants, exhibit, and advance their careers. He is the author of several books, including *Making It in the Art World* and *New Markets for Artists*, both published by Allworth Press. He splits his time between New York City and a studio in New Haven, Connecticut, where he has a radio show on Yale radio called "The Art World Demystified."

It inspired me for sure! Thank you Brainard.

This just arrived in the mail, and I'm very excited to read it.

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