



Launching Your Art Career: A Practical Guide for Artists

Alix Sloan

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Written by a gallerist for artists, this encouraging, easy-to-read handbook includes advice and information to help artists successfully launch or accelerate their careers.

Topics include: Setting goals, networking, finding & creating exhibition opportunities, selling & pricing art, working with galleries, websites, artist statements and studio management.

Also included: Online resources and additional advice from over forty working artists and art dealers.

Contributing Artists: Rick Araluce, Carrie Ann Baade, Ali Banisadr, Rebekah Bogard, Benjamin Britton, Mia Brownell, Charles Clary, Peter Drake, Cara Enteles, Roni Feldman, Lori Field, Eric Finzi, Camille Rose Garcia, Julie Heffernan, Seonna Hong, David Humphrey, David Kramer, Martin Kruck, Travis Louie, Marion Peck, Martha Rich, Jean-Pierre Roy, Judith Schaechter, Tony Shore, Aaron Smith, Sarah Trigg, Hanna von Goeler, Didier William and Brad Woodfin.

Contributing Gallerists: Kirsten Anderson (Roq la Rue), Noah Antieau (Red Truck Gallery), William Baczek, Zach Feuer, Bert Green, Ken Harman (Spoke Art & Hashimoto Contemporary), Andrew Hosner (Thinkspace), Allegra LaViola (Sargent's Daughters), Jayme McLellan (Civilian Art Projects), Jen Rogers & Kerri Stephens (Varnish Fine Art), Billy Shire (La Luz de Jesus), Mindy Solomon, Linda Warren, Mark Wolfe, and Marcia Wood.

Alix Sloan has over twenty years experience in the arts as a curator, consultant, private dealer and gallerist. She regularly shares her expertise in art school lectures and one-on-one consultations, helping artists focus their goals, create strategies and understand what it takes to build and maintain a long-term career in the arts. In this guide, Sloan makes the information every artist needs to get started available in one accessible, straightforward guide.

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