



Art, Inc.: The Essential Guide for Building Your Career as an Artist

Lisa Congdon , Meg Mateo Ilasco , Jonathan Fields (Foreword)

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Artists who dream of turning their passion into a career need only the expert guidance in *Art, Inc.* Lisa Congdon unveils the multiplicity of ways to make a living from art—including illustration, licensing, fine art sales, print sales, and teaching— and offers practical advice on cultivating a business mindset, selling and promoting work, and more. Trade secrets from art world pros including such luminaries as Paula Scher, Nikki McClure, and Mark Hearld make *Art, Inc.* the ultimate resource for aspiring artists ready for success.

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From Reader Review Art, Inc.: The Essential Guide for Building Your Career as an Artist for online ebook

Jamie Fingal says

An excellent book for any artist. I highly recommend it! I read this on my iPad, and could click on the websites of all of the artists Q&A's, which was a huge bonus. I know when I need to go back and reference a subject, I can open this book again. Kudos to Lisa Congdon!

Lastoadri says

I love this book. A comprehensive intro to the process of becoming an artist, ever since the very start to selling out. I believe I need to re-read later in the future, one more time.

Cindy Richard says

Excellent primer for anyone interested in starting an art business. I liked that the advice was concise and that she included interviews with artists who have started successful businesses. It was a quick read that is well-organized so you can find the information you need when you need it. I will keep this one handy on my creative bookshelf.

Ivonne says

Siempre lo he dicho: este tipo de guías nunca tienen todos los secretos para ser "exitoso" en los negocios, pero sirven de orientación para aquellos que no saben por dónde empezar. Leí este libro con mucha curiosidad y ganas de agregar cosas nuevas al repertorio de mi negocio personal y gracias a las entrevistas de Lisa, encontré muchas cosas importantes en el camino, obstáculos que no he considerado y que debería. Art Inc. va desde encontrar esa labor artística que nos mueve a todos hasta convertirla en algo que no solo disfrutamos, sino que nos reporta ganancias. Claro, el trabajo es largo, de años y nadie puede esperar que leer el libro lo gradúe de un business school. Pero funciona para empezar.

Stacey says

Very informative!

Tammie Painter says

Wonderful, usable and concise information about organizing your art career. The resources at the end

provide a wealth of extra info (although I have come across few dead links)

Lacer says

I think a good sign as to how useful a book like this is, is how often it's highlighted and my copy is highlighted a lot! Lisa Congdon is a big hero of mine, I love her work and I love her classes on Creativebug, so it was fascinating getting an insight into how she manages her work. This book is very comprehensive but if you're not US based, be warned that some sections are less relevant.

Brandi says

Comprehensive, informative, inspiring, supportive.

Covers the nuts and bolts of art as a business without being intimidating. Encourages research, provides examples of how some artists do it while emphasizing doing what feels right for you.

A great book.

Susan says

This is a very boring book to read. But so encouraging, and helpful as a new artist. Or potentially even any type of artist.

It gives ideas on how to make being an artist profitable for you. But it also dispels the myth that to be a successful and true artist that you have to be poor or suffer. It says that sometimes you might find that doing other types of art will make you valuable money while you are making your masterpieces. Or that there are other jobs you can do as an artist to make some money to keep you afloat.

It is extremely practical giving information about even boring things like how many pixels to scan and print to. How to contact people, how to turn down requests on your time, how to choose work to accept, how to write artist statements etc. and usefully she not only gives you information to make your own choices about things, such as printers to use, but she will also say this is what I use. So if you really don't get it, you can just go with what she does, initially at least.

Denise ?? Hutchins says

Just as I hoped, this book was a great overview of the visual artist career, covering all kinds of topics from essentials that all artists should know to various avenues (that may or may not be applicable to every reader) for selling and profiting from one's work. Much of the information was already known to me thanks to other art career books I've read, but this one was more digestible than any other book in my library. Some of the most useful things I got out of it were practical steps that any visual artist, regardless of focus, could take, right then and there, like starting a daily art journal, or exploring and breaking down one's career goals.

Although this information is generally out there in other forms, other books, this particular book is one of the most accessible and attractive, small enough to carry around with you, well-organized visually and conceptually, easy to read both due to the approachable language and the way sections allow frequent breaks if the reader wishes. The book is also short, so it's not overwhelming, but it still contains a wealth of information so it's a valuable asset, especially to anyone who hasn't yet read a book like it.

Lia Marcoux says

This was a like a sandwich with goofy feelings talk for the bread but lots of good information in the middle.

Arli Pagaduan says

To all aspiring artists and those who are in the field already, I would like to share a book that's for keeps: Lisa Congdon's Art Inc. The Essential Guide for Building your Career as an Artist.

Edited by Meg Mateo Ilasco and with illustrations by Karolin Schnoor, it's filled with practical tips and ideas in starting and maintaining your career from first changing your mindset to that of the thriving artist to the other critical particulars like setting goals, marketing, finding ways to earn income, joining galleries, and managing as well.

There are also generous people who were interviewed to share about their work and business, so readers can get an insight about how they started, operated, and thrived.

I've just started my freelance career last year in January, but it is only this 2018 that I'm finally getting familiar with the ebb and flow of this path; this book definitely helped clarify and even expand my views on being a full-time artist. What I learned from it, I shall apply in my own career. Get this book too to get important insights! Lisa Congdon shared lots of valuable information, and I also took away the vital lesson of balancing work and play. I agree too that life is more than just our work; we are not just artists, but we are also daughters, friends, partners, neighbors, and colleagues. Creative work puts a lot of heart and mind and time into the process, and we wouldn't want to burn out by just working straight hours without even being with our families and friends and enjoying our time with them!

So yes, I recommend Art Inc. highly to you! Thank you, Lisa, for your generosity in teaching artists in such an informative, practical, and fun way! Another thing I like about this book is that even though I've finished it already, it's the type that you can open and read again and refer to a specific chapter or section. I was able to buy my copy at a Barnes and Noble, but I think you can also buy it through Amazon. Hoping local bookstores can carry it soon too, so many more can access the book easily.

Jeannette says

This was a most excellent read - I'm docking a star because it wasn't 100% relevant to my interests, but the majority was. I took notes, I was inspired, I realized I needed to take more action and put my goals on paper and get moving. It's well put together and super helpful for a working artist or art industry entrepreneur.

Allison says

First of all: love Lisa Congdon and her work. This book is a pretty light overview of the directions artists can go in terms of monetizing their work. It is primarily aimed at illustrators and surface designers, but also there is some discussion of artists who create unique works: paintings, etc. As well as commercial aspects, there is also information about residencies, call to artists and other opportunities to expand your horizons as well as promote your work.

I read this book in about an hour and a half while sitting in a waiting room. It's light. A lot of the information was not new to me, so I was able to read it very quickly. There is a resource section at the end which may be useful to some.

In summary, I think this is great for a true beginner, but anyone who has been doing anything more than making art in their bedroom/kitchen will probably have been exposed to a lot of this information already.

Divya says

Full of platitudes. I liked the artist interviews - I wish that with each artist - the interviews were focussed on a particular aspect as opposed to asking all the artists the same thing. I learned a little, but I was hoping for a deeper book.
