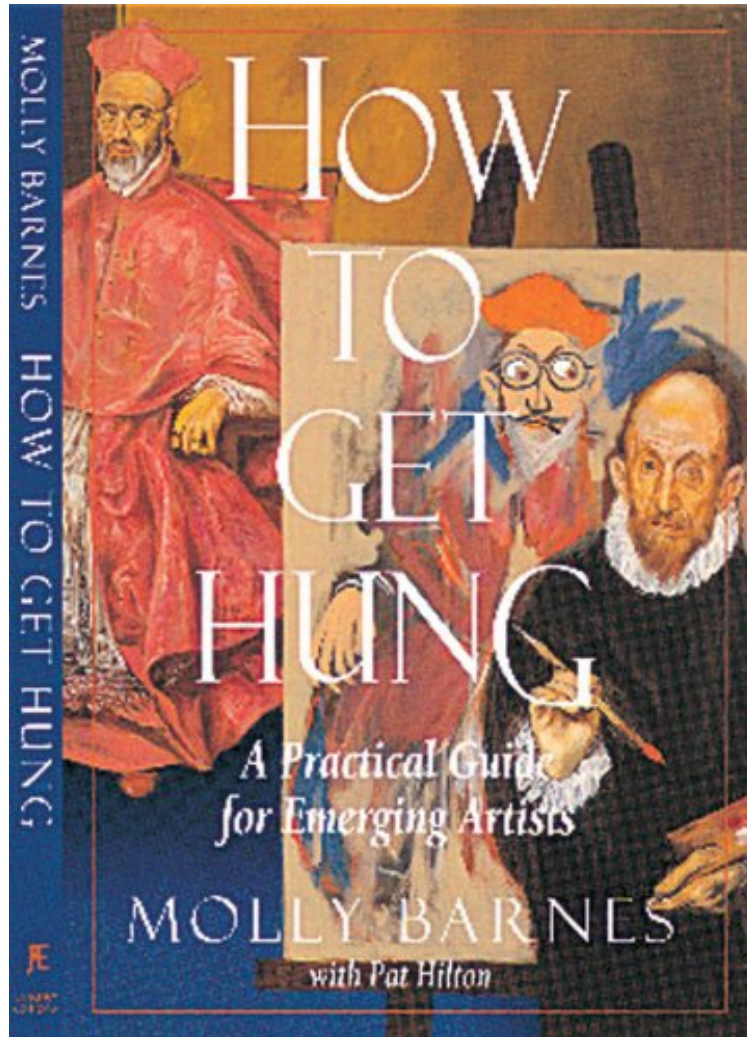


[Library ebook] How to Get Hung: A Practical Guide for Emerging Artists

## How to Get Hung: A Practical Guide for Emerging Artists

*Molly Barnes, Pat Hilton*

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**Molly Barnes, Pat Hilton : How to Get Hung: A Practical Guide for Emerging Artists** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Get Hung: A Practical Guide for Emerging Artists:

0 of 0 people found the following review helpful. Five StarsBy sylvieVery informative, enjoyable and well written4 of 6 people found the following review helpful. Ludicrously outdated, bizarre, and stuffyBy Juliet RomeoI had read the first few pages of this book at a free sample on Google Books and thought it looked pretty good. BIG MISTAKE. First of all I should note that this book was published in 1994. The "art world" that the author describes is becoming increasingly outdated in our current age of self-marketing, blogs, Facebook, Twitter, and internet followings. After reading about 8 consecutive ridiculous statements, I wanted the throw the book across the room. Here's a sampling of

"how to become a successful artist" according to this book: "Get your hair styled in a look that suggests you are an artist... Explain to the beauty consultant that you want an 'art look.' " "Don't try to pattern yourself after some movie star, since most artists run about ten pounds heavier." "I cannot stress enough the importance of a support group for the synergism it offers... They all hung out together, had affairs with one another's lovers, gossiped, lent money and support, and became famous together." ...what? "When asked her advice on how to become a successful artist, Elaine de Kooning said, 'Marry well.' " "It's especially tough to break into the art world if you are a woman." "Location is all, and location is New York City, New York City, New York City. Art is taken more seriously there than anywhere else..." I'm sure there are a lot more infuriating gobbledygook statements in this book... but I don't feel like wasting my time finding them. Off it goes into the garage sale pile. 1 of 2 people found the following review helpful. Good beginning artist guide. By SC Artist This book was recommended to me - it is a great intro for a blossoming artist on how to get artwork out of the studio and into public view.

In this accessible, easy-to-read, detailed guide for artists, students, and aspiring art professionals, gallery owner Molly Barnes takes the mystique out of selling art. With the art market generating over a billion dollars in sales annually, and enrollment in art schools continuing to rise, more and more graduates are joining the art scene and actively participating in the "business" of art. With *How to get Hung* readers learn how to present their work and themselves to the professional art world. step-by-step, explanations are given for: how to know when your body of work is ready to be presented to art professionals networking and strategizing in the art community promoting yourself and your work how to target the right gallery for your work gallery owners: how to work with and communicate with them; understanding their concerns hanging the show: best methods for displaying pieces in the space what you can accomplish at your own opening: how to "behave" with critics, knowing who buys and who doesn't continuing the momentum created by your show how museums work curators, representatives, consultants—their roles and significance to the artist

From *Library Journal* This unusual title refers to the process by which artists obtain gallery space in which to exhibit and sell their works. Barnes is an experienced gallery owner who has represented a number of well-known artists. In this book, aimed primarily at students and other young artists, she gives tips for dealing with art professionals, preparing and hanging a show and achieving success in the art world. The text is chatty, informal, and sprinkled with anecdotes about art personalities. As a career guide, the book has some interesting insights, but it doesn't have the solid information that books like *A Writer's Market* give their audiences. It emphasizes public relations and appearances but has very little about business practice—finance, insurance, legal advice, etc. Not an essential purchase for any type of library. Constance Ashmore Fairchild, Urbana, Ill. Copyright 1994 Reed Business Information, Inc. From *Booklist* Gallery owner and art critic Barnes is refreshingly free of pretension and preciousness in this let's-get-real guide for students and artists hoping to sell their work. Much as she understands the spiritual and aesthetic forces that motivate artists, she sticks to practical matters. One of her first suggestions is that anyone planning on showing their work to gallery owners must have at least a dozen pieces related by theme, media, or scale. Gallery owners must be wooed, Barnes declares, and, as in any courtship, everything counts, from your appearance—remember this is a visual world: you'd better look good, no, make that interesting—to your ability to speak intelligently yet succinctly about your themes and approach to materials. Barnes offers plenty of sane and sensible guidelines for preparing for studio visits, evaluating agreements with galleries, selecting work for shows, and helping with installation and promotion. Her efficiency and feistiness make it all seem possible, which is what aspiring artists really want to hear. Donna Seaman About the Author A well-known New York and Los Angeles gallery owner and art critic, Molly Barnes continues to discover and support emerging artists. She is generally credited with discovering the photo-realism art movement.