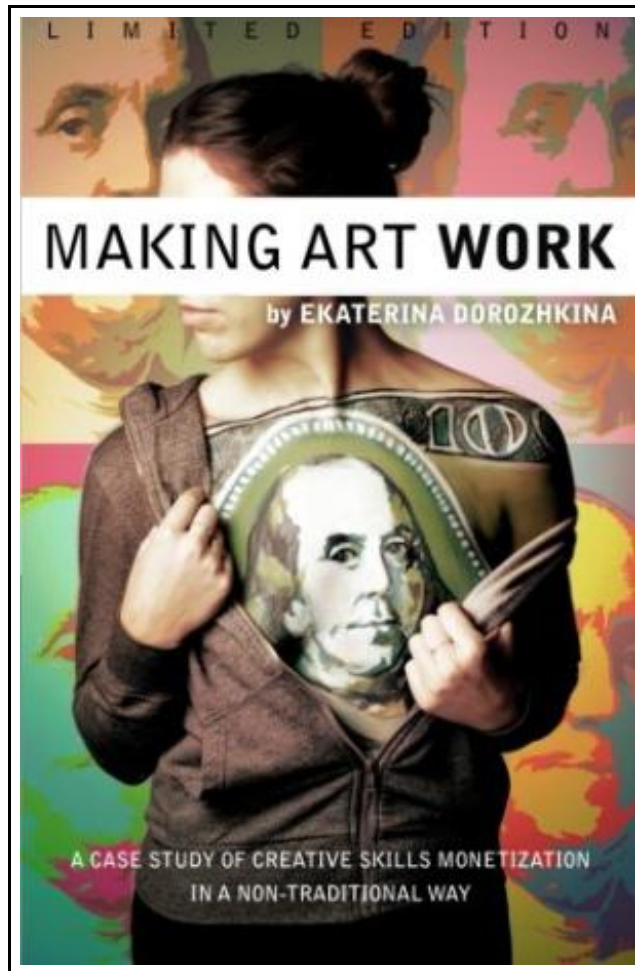


Making Art Work. Limited Edition.: A Case Study of Creative Skills Monetization in a Non-Traditional Way.



Filesize: 5.37 MB

Reviews

It is one of my personal favorite books. It is written in easy terms and never hard to understand. It has been designed in an exceedingly easy way and it is only after I finished reading this publication that it in fact changed me, changed the way I think.

(Lucinda Stiedemann)

MAKING ART WORK. LIMITED EDITION.: A CASE STUDY OF CREATIVE SKILLS MONETIZATION IN A NON-TRADITIONAL WAY.



Createspace, United States, 2015. Paperback. Book Condition: New. Limited. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.When a Russian marketer moves to New York City and meets Indonesian-born artist from Los Angeles, they create a new media business, painting human body for money, and move from a tiny apartment studio into well-known business studio with international and franchise plans. The successful business has been featured on TODAY Show, Last Call with Carson Daly, NY1, TAFF, and RCTI. This book will answer such questions as: Can an artist make a living outside of a traditional business model (galleries, etc.)? What are the business and entrepreneurial skills that an artist or creative person needs to succeed? What kind of partnership is essential for an artist? What are the lessons learned in establishing a non-traditional art-related business model? Are there any free marketing tools that can help jumpstart a business and are relevant for this generation? The Limited Edition version of the book includes photographs and illustration that bring the story to life: Photos from events, some portfolio images from DenArt Studio, behind the scenes photos of this book cover creative process and more. It also includes a mini workbook at the end to help the reader to work on inspiration checklist for the new and growing business.



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