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ART MANAGEMENT: HOW TO SELL YOUR ART

"The artist is not a profession" - is constantly heard by young artists. The idea that an artist is always poor is a stereotype that has long been dispelled. It is a matter of inability to convey your art, not the hopelessness of the profession. To help people who want to live and make art comes to art management.

Art management is management in the field of art; a combination of methods, principles and means to implement business opportunities in the arts. Like any branch management, it has its own peculiarities. First, the saturation of the market; the difficulty of staying in business for a young artist. Secondly, the subjectivity of the cost of the painting is unknown (especially in the case of modern art).

Now it is necessary to find out what makes a successful art management.

1) A message to society. You need to be firmly aware of what you do it for. A good idea is the foundation of success. If you believe in your idea, make others believe it.

2) Uniqueness. Each person is special, and the artist must express it and explain what makes him another. In addition you must be confident in their abilities to achieve the goal, despite the difficulties. Stock up on energy, optimism and endurance.

3) Communications. In importance, they are not second, but on an equal footing with the presence of a message. Connections need to be established and maintained not only with buyers of paintings.

First of all, it is a desirable audience - art, in most cases, "to taste", so you should not try to please everyone at once. Select contingent and maintain contact with him.

The next ones who need attention are your own team. It is difficult to create and solve all the problems associated with the promotion of the picture. The artist has to decide what he can do on his own, and what duties to delegate. At the same time it is necessary to maintain a friendly atmosphere in the team, optimism and belief in a common cause.

Do not forget about "people of art". It is necessary to maintain strong ties with gallery owners, valuers and other artists and creative people. It is advisable to attend creative evenings and exhibitions. Demonstrate that you are now also in the creative business and, at the same time, ready to collaborate creatively with others.

4) Investments. It is difficult to start from scratch. In any case, investment is needed. Find support everywhere. Many foreign investors are ready to invest in the development of contemporary art.

5) Own attitude. Society evaluates, first and foremost, not the work, but the one who created it. Environmental awareness, violence not only on humans but also

on animals, gender and racial equality, tolerance and more are important. This creates your image.

Still, don't be afraid to be yourself. This are important. Open yourself to the world and do not be afraid to shock. Shock, aggression, tears, laughter - arouse emotions. It's appreciated, because it's real.

6) Technology. Do not forget about innovation and Internet space. Keep up with the news, it can help create something unique and new in nature.

Art and uniqueness have always been in fashion. It is important for you to be noticed. Many contemporary artists have proven that in life you can become famous and rich at the expense of your own art. The main thing is to adhere to the principles of art management and not be afraid to be yourself.

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