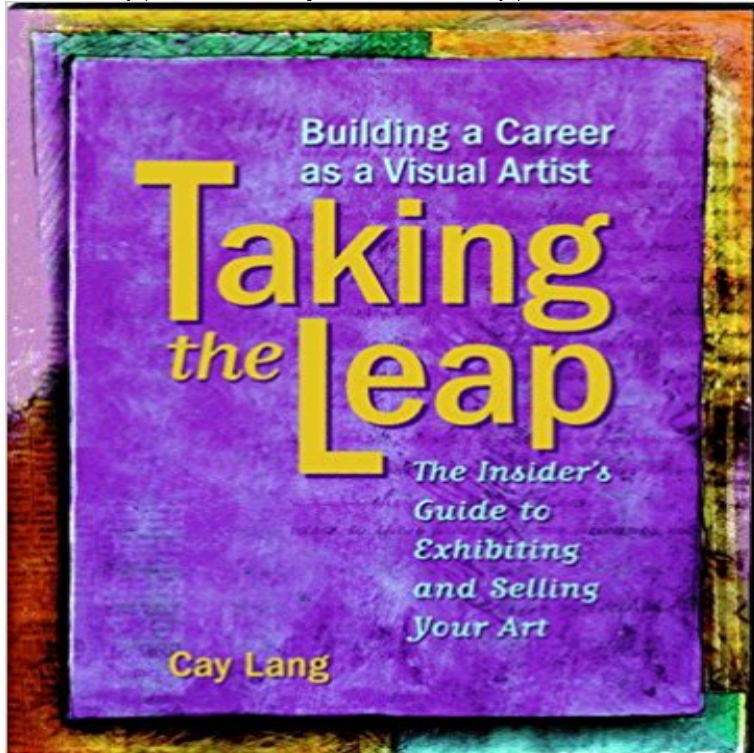


Taking the Leap: Building a Career As a Visual Artist



Most artists would rather focus on art than struggle with the details of a business plan. Now, they can. Based on artist and teacher Cay Lang's popular seminars, *Taking the Leap* teaches artists how to succeed in today's complex and competitive art world. Offering inside information on how to show at galleries, nonprofit spaces, and museums, as well as a host of nontraditional venues, this behind-the-scenes look at the art world reveals how decisions are made and what artists can expect. Lang explains how to master efficient business skills such as negotiating a deal; making the most of art events, trips, presentations, and phone calls; and preparing top-notch promotional materials such as slides, bios, statements, and cover letters. Including many examples of artists who have found inventive alternatives to the gallery system, she suggests ways artists can by-pass mainstream channels and create their own art scene on their own terms. Filled with joy and encouragement, *Taking the Leap* recreates the energy and enthusiasm Lang evokes in her classroom and makes it available to artists everywhere.

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An internationally exhibited photographer and teacher, Lang offers the wisdom of experience, combined with enthusiasm and gentle humor **Taking the Leap: Building a Career As a Visual Artist**: Taking the Leap: Building a Career As a Visual Artist by Cay Lang (Mar 10 2006): Books - . **Taking the Leap: Building a Career As a Visual Artist by Lang, Cay** Taking the Leap: Building a Career as a Visual Artist (The Insiders Guide to Exhibiting and Selling Your Art). by Cay Lang **The Successful Artists Career Guide: Finding Your Way in the** - **Google Books Result** Read ePub Taking the Leap: Building a Career as a Visual Artist. [Full Online]. 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