

Artist Manifesto Introduction

I don't write this as an expert, but as an observer of my artistic development and career as a professional artist.

That's what we do.

Artists reflect/mirror the world as we see it. We interpret the details, and make meaning of the implicit and explicit. Artists find ways to creatively express reality.

As an educator, I examine complex concepts, break them apart and analyze the details. As an artist, I find ways to make sense of the complexity and then present to those seeking answers.

And the entrepreneur in me looks for opportunities to meet needs and fulfill expectations. My inspiration comes from solving issues that affect me daily as an artist. My hope is to solve the bigger issues that will benefit me as a struggling creative soul.

This book is a snap shot of my journey over the past two years. Within these pages, I hope to identify the questions that can lead to solutions and address issues that hinder my ability to pursue my passions.

I guess, when it comes down to it, I'm searching for ways to allow us to act from a place of creativity; because, I believe when artists are able to pursue their passions, society benefits.

Chapters

The artists' struggle

Design/aesthetic is not important

The creative vision for the workplace

Who's leading the art conversation?

New media for your art – Why technology?

Pricing and the business of art

- Lakewood private sale
- Newman Village
- White Rock Lake Artists' Studio Tour
- Marcus-Retail Model (You are an entrepreneur)
- Exposure Myth (exposure vs. experience)
- Who's your audience?
- Create opportunities
- Selling art is easy. It's all the other details that are tough.
- ROI art. Why art? Why a sculpture instead of a plant?

Henderson Art Project

- Public art
- Create an event
- Collaboration model (win/win/win)
- Heuristic design
- Stakeholders

Know yourself first

- What type artist are you? (vanity art)
- What's your process?
- Who's your audience?
- What is your goal?

What a successful artist looks like.

- Eliseo Garcia
- Benjamin Vincent

- Kevin Obregon
- Frankie Garcia
- Lisa Walters
- Sherry Owens
- Sonya Shinn Edwards
- Nic Noblique
- Eric Ober
- Donna Duberfuhl