



Taking the Leap: Building a Career as a Visual Artist

Cay Lang

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Cay Lang's *Taking the Leap* has helped thousands of artists jumpstart their careers and make real the dream of exhibiting and selling their work. An internationally exhibited photographer and teacher, Lang offers the wisdom of experience, combined with enthusiasm and gentle humor, to guide artists through the ins and outs of the art business. Practical and inspiring, this revised and updated edition offers two new chapters on using the Internet and the media to best effect plus provides step-by-step advice on preparing presentation materials; finding and dealing with galleries (as well as bypassing the traditional gallery system); handling rights, royalties, and taxes; an extensive resource list; and other invaluable information for both beginning artists and those ready to take the next step in their careers.

Taking the Leap: Building a Career as a Visual Artist Details

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From Reader Review Taking the Leap: Building a Career as a Visual Artist for online ebook

sarah ann adams says

a [little] simplistic and [most definitely] outdated, *but* a great read for getting oneself back in the mindset of working toward your art goal, whatever that goal may be. reading this from the prospective of a potential artist was a really interesting switch from looking at these concepts from the point of view of a gallery worker. it impressed upon me that professionalism, organization, and tenacity are key to nailing the business side of being an artist.

Laura says

And now to act on this knowledge...

Sequoia says

A great reference tool that encourages artists to factor in the business elements of being an artist.

Eleanor says

I liked the author's candid emphasis on the importance of setting goals for yourself, of getting into the studio to actually make work before worrying about making it as an artist, and the idea that one doesn't have to engage with the mainstream art world to find artistic success. I thought the templates for letters to approach galleries were useful and the practical advice of pitfalls to watch out for. However, I preferred this book less than Jackie Battenfield's "The Artist's Guide" and the book "Art/Work." However, this book was initially published before those, so good for it for being a trailblazer in helping artists get their heads around building a career. Of course, specific information shared about technology is dated as the latest edition is from 2006, but the advice about artist's presence and personality and how to behave in person and online is sage.

Abigail says

Highly recommended by an artist acquaintance who has done a few gallery showings herself, I picked it up at the library today. So far, damn terrifying.

This is a good thing.

Lisa says

This book was really for the beginner whom wants a career as an artist. This is a great book for a beginner. There was very little new information for me which was disappointing. That said it was motivational, and provided information about taxes for the artist and consignment forms which was in fact information that I knew very little about. It was a quick read so if you have access to a copy then you might as well read it but be forewarned, there was no information on grants which was my motivation for purchasing the book. Sorry Cay!

Katharine says

I finally finished reading the recommended book for my graduate Professional Practices class. Since it's now nearly 20 years old, a lot of the specifics are very dated (the section on websites is pretty amusing, and contacting galleries and other art professionals is all based on sending packets of slides). However, if you translate the general principles into current terms, it's still a lot of good ideas and helpful instruction. I've read several similar books but I still found this one challenging and inspirational, as well as just a reminder of what I need to be working on.

Ljubica says

Great book. Too bad that many of these books aim for an American audience and therefore some portions of this book may not be very helpful to Canadian or European emerging artists.

Agata Labianca says

Aimed at a newcomer to the business of art, such as me, this book is clearly outdated. Although it is a short read, it becomes a chore because of the authors' dense writing style. I recommend taking notes as you read because the book uses anecdotes well as a teaching tool and contains some hidden gems of advice, especially on how to get organized and think about art as a business. The book also provides some reasoning as to how curators and dealers approach this business, which I found particularly enlightening.
