

Booklist

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The Artist's Guide: How to Make a Living Doing What You Love.

Battenfield, Jackie (Author)

Jun 2009. 320 p. Da Capo, paperback, \$16.95. (9780306816529). 702.3.

A readable, realistic, and practical field guide to professional success in the visual arts, Battenfield's book puts first things first: "taking charge," which includes proactive responsibilities for planning accomplishments and assembling resources. She brings her background as an artist and gallery manager to the task, noting that self-employed careers in art need not assume poverty. Step-by-step advice focuses on personal vision, values, and goal setting. She emphasizes the usefulness of working in nonprofit environments as well as the necessity of peer networking and building long-term professional relationships with business clients at all levels from receptionist to director because "the art world is an extremely fluid society." Along the way, she provides checklists on exhibition essentials and information on IRS reporting, grants, and legal contracts. On the more nuanced side, she addresses the isolation of solitary creation and need for community building via collectives, support groups, and, of course, the Internet. A wealth of reproduced art and profiles of artists complete this inspiring, useful, and, given the rise in do-it-yourself careers, timely resource.

— *Whitney Scott*