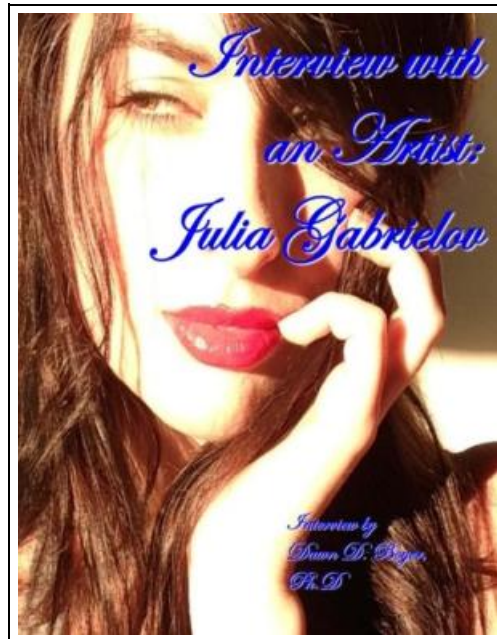


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INTERVIEW WITH AN ARTIST: JULIA GABRIELOV (PAPERBACK)



Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Interview with an Artist books were a marriage of the author's love of art and experience in business marketing prompted by observations that artists didn't really know how to get themselves marketed to art lovers or brand themselves for their incredible creativity. This volume of an ongoing series is a wonderful collaboration between the artist and author providing a peek into their world, heads, and creative talent. This hybrid magazine and book (MagaBook) was created to gain more traction in marketing the talented artist highlighted in this series to the world. There are not many marketing options artists can use to develop branding and exposure that won't cost them a fortune other than costly art shows or galleries (charging as much as 50 in commission fees). Social media grows exposure, but also takes work and lots of time to submit posts and share photos. Creating website-based shopping carts for sales and exposure is also a lot of hard work, time, and out-of-pocket expense. Few artists can make a living with their art. Most are weekend warriors. They scrape pennies to get artwork framed (matting and framing is expensive!) or create sturdy displays for sculptures or 3-D pieces. They pay as little as \$50 or over \$400 for a spot in a hot art show, then travel to the venues to pitch a tent, stay a night or two, purchase food to sustain them for several days - all that effort to sell a few pieces. When you see a piece of artwork that is what you consider pricey, don't dismiss that price (what I call the . . . oh the artist just threw some paint across the canvas...



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