

Cover of Art Business News Magazine.

September 2008

“Waterfall”

Acrylic on canvas

Art Business News
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Breaking Into the Market:

AN ARTIST'S GUIDE

Education and a proactive approach are the keys to success

BY MICHAEL WILMERING
ABN Assistant Editor

As the fine-art market continues its erratic and oftentimes unpredictable evolution, the struggle for recognition among artists, especially emerging artists, becomes increasingly intense. For an up-and-coming artist, the fine-art market, though exciting and many times full of potential, can intimidate, confuse, infuriate and befuddle—especially in the beginning stages. Without a game plan, even artists with spectacular works may never find the type of success they deserve.

One art aficionado, Simon Watson, has a knack for spotting emerging talent. Watson has been involved in the fine-art community for almost 30 years, and along with his business partner Craig Hensala, he founded Scenic, a visual and performing arts marketing group. Since 1983, the Whitney Biennial has showcased anywhere from two to nine artists that Watson has discovered. He says the need for artists to educate themselves and be proactive is paramount.

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PHOTOGRAPHY: In Focus

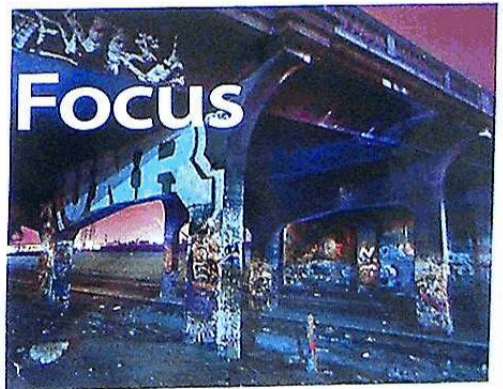
The genre continues its transformation with fresh styles, techniques and mediums.

BY GABRIEL KILEY
ABN Contributing Writer

The last decade has seen an evolution in photography, characterized by new styles, techniques and mediums that have furthered the classic genre's influence in the world of fine art.

"Photography has come into its own as an artistic medium, especially over the last 10 years or so, and it is now sought after by collectors who are no longer made to feel that photography is not worthy of consideration,"

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