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# Taking the Leap: Building a Career As a Visual Artist

*Cay Lang*

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# Taking the Leap: Building a Career As a Visual Artist

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**Taking the Leap: Building a Career As a Visual Artist** Cay Lang
Most artists would rather focus on art than struggle with the details of a business plan. Now, they can. Based on artist and teacher Cay Lang's popular seminars, *Taking the Leap* teaches artists how to succeed in today's complex and competitive art world. Offering inside information on how to show at galleries, nonprofit spaces, and museums, as well as a host of nontraditional venues, this behind-the-scenes look at the art world reveals how decisions are made and what artists can expect. Lang explains how to master efficient business skills such a negotiating a deal; making the most of art events, trips, presentations, and phone calls; and preparing top-notch promotional materials such as slides, bios, statements, and cover letters. Including many examples of artists who've found inventive alternatives to the gallery system, she suggests ways artists can by-pass mainstream channels and create their own art scene on their own terms. Filled with joy and encouragement, *Taking the Leap* recreates the energy and enthusiasm Lang evokes in her classroom and makes it available to artists everywhere.

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