

L'artiste et son marché

ARTISTE, PLASTICIEN, PHOTOGRAPHE, DESIGNER, VIDÉASTE...

Caroline Schirman



“Over the last few years, I have regularly intervened with the institutional artists of the artistic diffusion and the future “managers” of the art market. I found that there were few simple and effective tools for the artists themselves, at the heart of the culture, the market.

My first book “exhibition mode d’emploi” published by Filigranes Éditions, was addressed to the professionals of the world of the art, to its organizers and diffusers; It is a tool for the visual artist, the photographer, the plastic designer, the plastic artist, and his creations. It allows him to define himself within the art market, to know how to protect his creations, to understand the relationships with his first representatives (galleries, curators, agents) and the successive actors of the market.

From the first introspective circle on the professional organization of the creator, I open to each new circle a little more the description of the relations of the artist with his various interlocutors. From the artist with his gallery, his curators, his collectors, with contemporary art fairs, auction houses but also with public institutions and companies. From creation to dissemination and finally to sales, each circle describes its own organization and unveils multiple simple strategic and legal advice.”

Caroline Schirman

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