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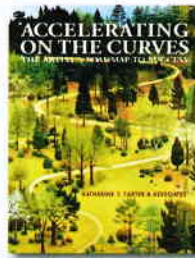


Review

BOOKS

ACCELERATING ON THE CURVES: THE ARTIST'S ROADMAP TO SUCCESS

KATHARINE T CARTER & ASSOCIATES
RUNNING HARE PRESS
\$95 PAPERBACK



This large-format tome (363 pages) couldn't be any more comprehensive or specific in its endeavour to show us how to become famous artists. Carter is a prominent US art advisor so it is written with fine arts and the US market in mind. Nonetheless, the basic

principles remain the same here, even if in the UK we are not as explicit. Perhaps in ceramics, especially, we tend to eschew this kind of 'sales talk', hoping instead to carve careers with off the cuff decisions about approaching a gallery, entering a competition, or submitting to a fair. Carter suggests we make these decisions as part of a larger plan, developing a strategic plan for success first locally, then regionally, then nationally. Being US-based there is little mention of international markets. There is good, solid advice in the book, with line-by-line suggestions for writing 'pitch' or cover letters to galleries, for instance, but many UK readers might find it a bit tedious and cloying, falling as it does into the self-help genre. However, it also has a 65-page directory of resources, including lists of art consultants, fairs and festivals, competitions, educational and grant opportunities, and even shipping companies, which unfortunately for UK ceramists is US-based, making us yearn for such a compilation here. **CR**