

ARTIST or ENTREPRENEUR

FORT LAUDERDALE, FL - – There is an old cliché that to be an artist is to starve. It is a profession that is revered for its freedom and shunned for how it makes money or not at all. It is a profession that sells from the heart rather than from necessity.

Exactly what is necessary for an artist to make money? The first thought is that art is a business. The artisan is an entrepreneur and in addition to creating works of art, one must operate in a traditional business sense.

I have had many conversations and heard many artists say, “All I want to do is create.” “Why is it necessary for me to know about the Internet or have a presence in social media?” Sometimes the topics are too overwhelming and business fundamentals are not necessarily taught in art school.

There was 59 billion dollars worth of art sold last year on the Internet according to the New York Times. This statistic makes me contemplate the question, artist or entrepreneur?

According to Investopedia.com, an entrepreneur is an individual who, rather than working as an employee, runs a small business and assumes all the risks and rewards of a given business venture, idea, good or service offered for sale.



Dale Chihuly



Dale Chihuly

The process is the same for both artists and entrepreneurs. They both start with a vision or idea that has not existed before or refine one that has turned into reality. The artist can learn from the entrepreneur by looking at the business basics that they use to reduce their risk when offering their art for sale.

Let's take a look at some modern icons that are both artist and entrepreneur.

Dale Chihuly is an American glass sculptor and entrepreneur. His works are considered unique to the field of blown glass. He has a net worth of 10 million dollars.

Romero Britto is a Brazilian Neo-pop artist. He combines elements of cubism, pop art and graffiti painting in his work. He is a master at licensing his work to be placed on consumer products. He has a net worth of 6.75 million dollars.

Walk through any major airport and you are bound to see a creation from Britto.

Chihuly and Britto are both operating on a large scale for making money from their art, and the question is how can a new artist or an artist who has not thought of themselves as entrepreneurs get started?

The following principles and thoughts are applicable to an artist from the entrepreneur.

1. Protect your rights by copyrighting your work
2. Build a website, no one will know that you exist if they can not see your work when they would like to see it
3. Make a presence in social media such as a Facebook Page to build your fan base
4. Determine who are you selling your art to and plan how to communicate to them when you have art to sell
5. Determine where you will sell your art ? online, art fairs, boutiques
6. Study other successful artist to learn what makes them successful
7. Find income sources to fund your art through grants or crowd funding
8. Consult with a business and tax advisor to ensure you are properly set up as a business for obtaining benefits

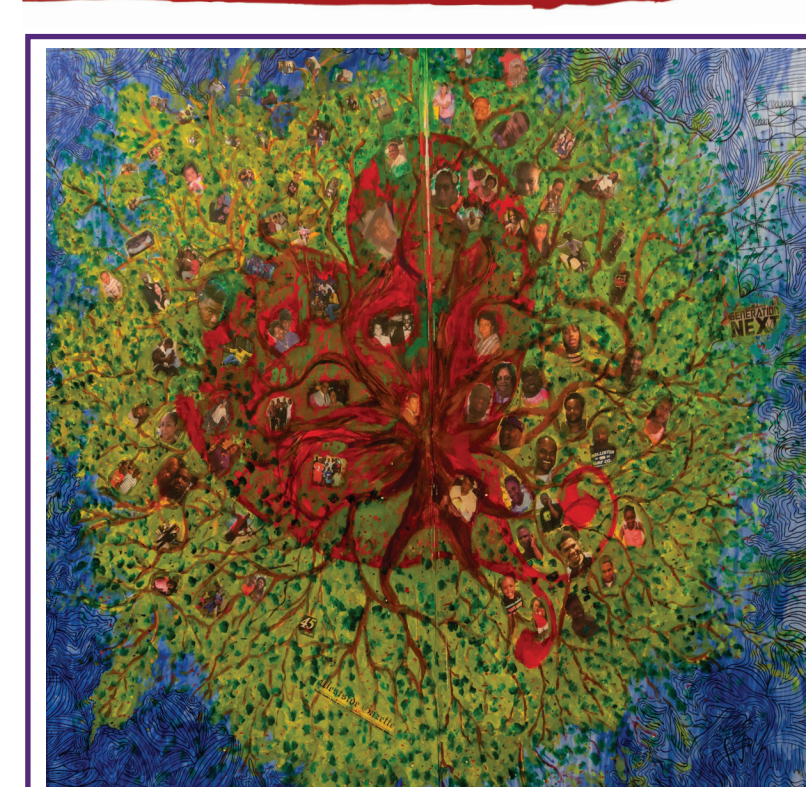
The answer to the question is one the artist or entrepreneur? If you intend on selling your art you are also an entrepreneur.

Artists of all ages have a message to share in helping eradicate this epidemic that is affecting our community.

Broward County has the second highest new infection rates of HIV in the state of Florida.



ART ON AIDS/HIV



From the World AIDS Museum and Educational Center:

Half of the 1.1 million people living with HIV/AIDS in the United States are Black.

The rate of new HIV infections per 100,000 among Black adults/adolescents (68.9) was nearly eight times that of whites (8.7) and more than twice that of Latinos (27.5) in 2010.

Black women account for the largest share of women living with HIV diagnosis at the end of 2010. (60%)

Black women account for the largest share of new HIV infections among women (6,100, or 64% in 2010) and the incidence rate among Black women is 20 times the rate among white women and over four times the rate among Latinas.

In 2010, Black teens and young adults, ages 13-24, represented more than half (57%) of new infections in that age group.