

Why Be an Artist?

The first choice to make is “do I want to live the life artistic.” The hours are long, the pay is bad, job security is non-existent, and the angst of making a living at it can be daunting. But, it can be glorious.

The medium usually picks you. The pragmatic nature of humankind draws us to making things that are of use. The product is creative but the process is rational and analytical.

How much of yourself are you willing to invest in doing this? There is a long learning curve, and an equally long earning curve.

How am I going to make this work? We live in an industrialized world and most of the tools and objects for living are easily and inexpensively made. Ours is a niche market. Are there many others filling that niche or do I have to create my own by developing a unique oeuvre?

How am I going to learn how to do this? Schools, on the job training, apprenticeship, or just doing it (not much of it is rocket science). By nature the successful creative process is self-directed and self-critical. Everyone has their own way. You find it or you don't, then you take another tack. You just have to persist.

Marketing is tougher than making. Making is fun; it feeds your soul. Marketing is not fun and it's hard. Every medium has its own market. The hard part is figuring out which outlets address that market — galleries, shows, “word of mouth”, online, artist reps. You see what works.... The crafts have a viable alternate source. You can make something of great design but if it is amenable to an economy of scale, someone else will make it cheaper and dilute your market.

On the other hand — sometimes you just fall into stuff!!

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