

How to fail at the business of art

Arts degree is important

Assume that a BFA or MFA prepares you to produce marketable art.

Art is special

Assume that art is so special that it isn't a product like all other products and therefore isn't subject to the same economic supply/demand/price pressures as all other products.

All art is good

Assume that everything that is designated art is good – regardless of whether it's good art or crap art.

Art business is different

Assume that marketing art is different than marketing other products and doesn't need to be marketed in the same ways.

Art is self-selling

Assume that just producing good work is enough to get people to buy it and you won't need to put much effort into marketing it.

The customer doesn't matter

Assume that you will never have to yield to what the customer wants but will always be able to sell what you prefer to produce.

All artists starve

Assume that it's unavoidable for artists to have to survive on a low income.

Price determines quality

Assume that just asking a high price signifies that your work is good.