### A Day Book, The Journal of an Artist by Anne Truitt

This book may inspire you to keep your own day book (for future publishing). Truitt talks about her residency, making it in the art world, and more. A simply written and casual book to inspire.

### Andy Warhol by Wayne Koestenbaum

This small-format book of 200-plus pages is enthralling. I couldn't put it down. The author is a professor of English—I would have thought him a professor of psychology. He makes connections in Andy Warhol's life that I would never have been able to recognize. With the extensive research and interviews, he pieces together what made Andy tick. An amazing analysis of one of the most intriguing characters in the 20th century art scene.

### The Andy Warhol Diaries by Andy Warhol and Pat Hackett

A fun read about the inner workings of Mr Warhol.

### The Artist Observed by John Gruen

A compilation of 28 interviews with contemporary artists, which appeared in *ARTnews* magazine between 1976 and 1988: Dorothea Tanning, Max Ernst, Jackie Winsor and more.

### Confessions of an Art Addict by Peggy Guggenheim

This is an intriguing biography of one of America's most renowned collectors. Though her writing style is welcoming, you can see she is not a writer—but that's not what we're looking for here. Mostly we want to hear the gossip of her era, and she sure has that! Although it is very interesting, it is somewhat incomplete and leaves many unanswered questions. Married for several years to Max Ernst, she says of Pollock when she first represented him in her gallery that he required a fixed monthly sum in order to work in peace. She gave him a contract for one year with a promise of $150 a month and a settlement at the end. If she lost money (if she didn't sell $2700 in a year), she would receive a painting in return.

### Conversations with Kostabi by Mark Kostabi

You might not think this is a "marketing" book; however, it is one of the best I have read. He includes the idea of a "self interview." The book itself is also a fantastic design, full of Kostabi creatures. He also has great advice in his closing chapter, "How to Become Rich and Famous," which includes information on marketing, PR and more. His approach is exactly what I've been preaching for years: Make great art, circulate, be professional, have a story—love your work and tell other people about it.

### Holy Terror: Andy Warhol Close Up by Bob Colacello

Colacello was one of Warhol's closes assistants during more than 30 years at the Factory. (He often writes for *Vanity Fair* now.) His mostly objective Warhol insight is fun and interesting. He brings you right into the moments that capture the 70s and the New York art scene—a radically different scene from today, one that perhaps changed when Andy Warhol died. Fun to read and hard to put down.

### How, When & Why Modern Art Came to New York by Marius de Zayas

Marius de Zayas was a Mexican artist and writer who worked with Alfred Stieglitz in his well-known Gallery 291. This book, originally written in the 1940s, chronicles newspaper reviews of exhibitions and more.

### I bought Andy Warhol by Richard Polsky

Polsky, a California art dealer in the '60s-'70s, takes us on a tour of the art world, including dealings with heavyweight New York dealers Ivan Karp, Jim Corcoran, and Larry Gagosian. A great insider's view that gives artists some relativity as to dealer workings and how hard they scramble to make ends meet.

### Picasso & Dora by James Lord

James Lord met Picasso during World War II when he was stationed in Paris. He had always liked his work and so decided to "look him up." Circumstances led Mr Lord to a long-term friendship with Picasso, and an even more long-term friendship with Dora Marr. An interesting and intriguing insight into some of the events during that era in France.

### Picasso: Creator and Destroyer by Arianna Huffington

Taking five years to research and interview many of Picasso's wives, lovers, children and acquaintances, Arianna (yes, the same Arianna as in the *Huffington Post*) has managed to do with her writing of Picasso's life what Picasso did to all his acquaintances: mesmerize and take control of them. I couldn't put the 500-page book down. And when I finally did, I really missed it. I wanted to hear more. She has drawn a thorough story (I take it to be true, not a Hollywood tale) of his long and active life—including all his complexes. He certainly helped the myth persist of the erratic, testy, ill-tempered, radical artist.

### Seeing is Forgetting the Name of the Thing One Sees by Lawrence Weschler

Don't you just love the title of this book? The idea behind the title could be said to be the basic concept of the art of Robert Irwin—or at least what his art ultimately developed into. Weschler takes us through important aspects of Robert Irwin's California life, philosophy, and maturity. Led into the arts seemingly by fate, Irwin associated at times with other artists but mostly worked by himself. His philosophical concepts of perception were what the '70s and '80s were looking for—and he was the leader.

### True Colors by Anthony Haden-Guest

If you like to read gossip about the New York art scene—how the money comes and goes and how some of the most renowned artists of today (Schnabel, Basquiet, Haring, Koons, Johns, Hirst, Judd, Scholte, Turrell) got their breaks, this is the book you'll want. Reading it was like stepping into another world. Though the author makes it appear as if New York is "it," don't believe him. It depends on how you want to define "making it."

### Turn by Anne Truitt

This is the artist's second journal (*Daybook* is the first) of her nine months as a director of Yaddo, an artist's retreat. It also covers her first travels in Europe (at age 60+), written after the suicide of her ex-husband, father to her three grown children. It is emotional to read what a successful artist (but not one of the superstars) "thinks."

### What Did I Do: The Unauthorized Autobiography of Larry Rivers by Larry Rivers

Before I picked up this book, I didn't know too much about Mr Rivers and wasn't really interested in learning. He proved to be not only a good writer, but a humorous and honest storyteller. Like Warhol, he was also right in the center of the New York art world. His dedication to his mother-in-law and children was heartwarming and his craziness typical of the art spirit.

### A Whack on the Side of the Head: How You Can Be More Creative by Roger von Oech

Even artists get creative blocks! This book helps explain some creative techniques to start the old juices running again.

### The Artist-Gallery Partnership: A Practical Guide to Consigning Art by Tad Crawford

In order to foster stronger working partnerships, both artist and dealer need to be clear about the professional relationships they develop. This book offers artists and dealers ground rules for establishing sound consignment agreements.

### The Artist's Guide by Jackie Battenfield

Published in 2009, this book is a great and practical read to get you going in your marketing and career. Written by a long-time practicing artist who was also a non-profit gallery director, you will read stories to be inspired by and learn from. She discusses all the aspects of promoting and exhibiting in easy-to-understand terms. Included are interviews with consultants, gallerists, artists and other art world professionals. Her insight will help you understand what it takes to be an artist entrepreneur.

### Blink: The Power of Thinking Without Thinking by Malcolm Gladwell

Blink is about the first two seconds of looking, the decisive glance that knows in an instant. Understanding this concept will help anyone market better.

### The Copyright Guide by Lee Wilson

This easy-to-understand handbook provides a complete and up-to-date explanation of the law for anyone who wants to benefit from copyrights. Answering such questions as: what can and cannot be protected, duration and scope of protections, current copyright issues on the Internet, and more.

### The Fine Artist's Career Guide by Daniel Grant

A guidebook for those with studio art training who want to find art-related employment. A wealth of practical career advice, skillfully weaving hard facts and resource information among discussions, interviews and success stories gathered from talks with a wide range of professional artists.

### Fine Artist's Guide to Marketing and Self-Promotion by Julius Vitali

This book demystifies the press (media) and the relationship artists can have with it. It also includes a chapter on making a career in Europe.

### How to Survive & Prosper as an Artist by Caroll Michels

A no-nonsense, practical and creative guide to help artists learn to sustain their career. Michels is an optimistic and supportive ally for artists. This book provides an overview of political aspects of the art world, casting a critical eye upon fundamental issues.

### I'd Rather be in the Studio by Alyson Stanfield

Another marketing book with new approaches for emerging artists. She covers the basics of getting your life organized, implementing a routine in your studio schedule, keeping track of inventory. It also has a great chapter on writing a statement. This is the type of book you should be reading to keep your marketing education above par, as well as to be inspired.

### Legal Guide for the Visual Artist by Tad Crawford

Just as the title indicates, this includes all things legal. Should be a part of every artists library.

### Marketing Your Services For People Who Hate to Sell by Rick Crandall

Crandall debunks the myth of imposing oneself on others to be a good salesperson and shows businesspeople in all fields how to build relationships with customers to achieve success—something artists need to be doing. This book has more than 1000 practical tips that will make an effective marketer out of anyone who wants to service customers better.

### The Road to Wealth by Suze Orman

This book, or any other of her many books, is a great read for any artist starting his or her career.

### Taking the Leap by Cay Lang

Written by a photographer who has run the gamut of the art world. The author gives us direct insight into her pitfalls and trials.

### The Practical Handbook for the Emerging Artist by Margaret R Lazzari

Primarily designed to help visual-art students make the transition from art school to their own practice, this book is also an excellent resource for practicing artists. The new edition continues to focus on all aspects of the emerging artist's career and studio practice, including developing ties in the art world, documenting work, exhibiting art, writing about art, taking on curatorial responsibilities, addressing financial and legal concerns, and attending graduate school. The text demonstrates how students can make things happen for their careers, in addition to helping them find and approach already-existing outlets for their work.

### Successfully Exhibiting at Fine Art Shows by Michelle Carter

This is a 23-page monograph of a compilation of three articles: *Maximizing Your Participation; Backstage: the Mechanics of Exhibition;* and *On Stage.* If you're going to spend the money to exhibit at ArtExpo or a similar venue, do it right. Read this booklet so you don't neglect important aspects.

### The 100 Best Art Towns in America by John Villani

Plan your next American vacation with this fun read, with a new edition in 2010.

### Sculpture Parks & Gardens Directory

Introduction by Sidney Lawrence of the Hirshhorn Museum and Sculpture Garden, this pamphlet lists over 180 sites around the world and includes a related biography. Available at www.sculpture.org.

### Life, Paint and Passion: Reclaiming the Magic of Spontaneous Expressions
by Michelle Cassou and Stewart Cubley

These two have been conducting workshops for over 25 years on what they call "intuitive art creation." Quoted from her book: "When you do not use art as a means to an end, but as a way to inhabit and explore the present, you reclaim your sense of what is authentic in you. It is like a recovered instinct that manifests not only in your approach to art but in your response to life itself in all its expressions."

Her workshops help artists and non-artists alike find and express their intuition artistically. She states in her introduction, "My students are students of themselves. I had to find out why people would not let themselves create, why they did not want to feel, why they refused a great gift I knew they were longing for."

She wants people to paint for process, not product: "If you paint for process you can go anywhere. There is freedom. Possibilities are endless. Process is adventure. It reveals boredom as an avoidance and fear of feeling." Cassou is trying to get people to follow their feelings, their intuition. "To be creative we don't have to do anything. What we are is enough."

### Affirmations for Artists by Eric Maisel

This book provides 200 positive thought-provoking affirmations, specifically written as a tool for the creative person to use when the process of creating brings on an onslaught of negative mental and emotional responses.

### The Artist's Quest for Inspiration by Peggy Hadden

A successful artist reveals secrets to overcoming creative blocks and finding a distinct artistic vision. Hadden instructs artists how to work their way past a creative slump and offers practical tips about color, form, light and other technical elements.

### Art & Fear by David Bayles & Ted Orland

A rare book. Subtitled *An Aritst's Survival Guide*, it covers questions that matter: What is your art really about? Where is it going? What stands in the way of getting it there? These are questions that recur at each stage of artistic development. This book explores the way art gets made, the reasons it often doesn't get made, the nature of the difficulties that cause so many artists to give up along the way, and more. This is a book about what it feels like to sit in your studio, at your easel, and try to do the work you need to do. It is about committing your future to your own hands, placing Free Will above predestination, choice above chance. It is about finding your own work. You'll want to read it over and over, bit by bit, to keep yourself inspired throughout the years to come.

### Art & Physics by Leonard Shlain

This surgeon-turned-writer analyses the connection between art and scientific discoveries. Among the people he astudies: Leonardo, Michelangelo and some living artists. He also talks about the left right brain, stating, "Wisdom is judgment that integrates the left and right thinking." I became totally engrossed in this enlightening read.

### Art As Medicine by Shaun McNiff

McNiff—an art therapist and artist—draws our attention to honoring the soul through art. He espouses art as is/can be therapy for "well" people as well as those considered "sick." Instilling in us why the world is as it is today, why so many people are ill: They have left behind their souls and ritualistic ways. He notes that imagination can heal this problem through its natural creative process. Pioneering methods of art therapy, similar to Jung's active imagination techniques, is only one of the methods he uses in his practice to bring his students into harmony with their long-forgotten Self.

### The Art Spirit by Robert Henri

Published originally in the early 1900s, this book is still an absolute essential for any artist's library. It discusses art beliefs and theories and is also an inspirational book. Henri talks about the creative process as a sacred ceremony.

### Artist to Artist compiled by Clint Brown

More than 1000 quotations from artists on 57 different subjects are brought together in this inspiring book. "Whether these ideas were expressed centuries ago or only recently, they have been gathered here as a way of showing the often diverse and even opposing views of art, while making connections among kindred spirits, artist speaking to artist."

### The Artist's Way by Julia Cameron

The book is written as a 12-week program to help those with a creative block. The book can be used by anyone to improve almost any part of their life. An artist, for instance, who is still encased in "The Starving Artist Syndrome," one can use the exercises to help escape that mentality. It is a book that can inspire, be reread and reworked for the rest of your life.

### Creating a Life Worth Living by Carol Lloyd

This is the first book to combine the practicality of Richard Folles' *What Color's Your Parachute?* with the vision of Julia Cameron's *The Artist's Way.* It is an engaging guide for an artist who is currently struggling to balance financial solvency with the demands of a creative life, organized in such a way to keep your momentum and insights gathering with every page.

### Creative Visualization by Shakti Gawain

This book can give you guidance on what all successful athletes (and successful artists) use to help them fulfill their goals.

**Lives and Works: Talks with Women Artists, Vol. 2** by Beryl Smith, Joan Arbeiter and Sally Shearer Swenson

Refreshing and candid interviews that shed light on the professional lives and works of 14 contemporary women artists. Private insights and personal perspectives reveal the costs and rewards of following a path to recognition. Artists include: Nancy Azara, Joan Snyder, Mimi Smith, Miriam Schapiro, Kay WalkingStick, and others.

**Thinkertoys** by Michael Michalko

This 300-page book meticulously outlines ways to get an innovative idea through the brainstorming process. A book for the new millennium to help you get that competitive edge.

**Trust the Process** by Shaun McNiff

This is a very inspiring book, whether you are in a creative slump or not. "If you trust the creative process and follow its natural movement, it will astound us with its ability to find a way through problems—even make creative use of our mistakes and failures. There is a magic to this process that cannot be controlled by the ego." As well as inspiring words, there are exercises to experiment with.

**Visual Journalizing: Going Deeper than Words** by Barbareea Ganim and Susan Fox

These authors explore access to the truest, innermost feelings through visualizing and journaling without words.

## Art City

Art City is a video about people who make contemporary art. Presenting a cross-section of artists, the film discusses inspiration, aesthetic issues and the meaning of success. A fresh, behind-the-scenes and in-the-loft look at the New York art world. From abstract to figurative, from installation to conceptual art, the film captures the art capital of the world, New York. Louise Bourgeois, Brice Marden, Chuck Close, Neil Jenney, Elizabeth Murray, Pat Steir, Ashley Bickerton amongst others.

## Basquiat

This movie is about the life (and death) of the New York phenomenon, Jean Michel Basquiat. Written and produced by fellow artist Julian Schnabel, this movie is one of the only movies written and directed by an American artist about an American artist. Well-written, well-directed, well-acted—David Bowie plays Andy Warhol.

## Surviving Picasso

According to Paloma Picasso, Picasso's daughter by Francoise Gilot (the only mistress to leave Picasso), none of this film is true—it's a Hollywood production. Nevertheless, it still makes for an exciting tale. Anthony Hopkins, per usual, does a superb job as Picasso. The setting of French cafes, bridges, streets of Montparnasse, is stunning and makes you wish you lived there then or now!