

VIEW LAYOUT OPTIONS

Real artist don't starve

Author: Jeff Goins
 Publisher: Harper Collins
 224 pages / £15.54
 Have you heard it said that creatives should wait for inspiration? How about the one that says it's selling out if an artist struggles to profit off of their work? Or that a true artist works alone? In *Real Artists Don't Starve*, author and creativity expert Jeff Goins has set out

to replace these false narratives and replace them with the timeless strategies for thriving as a creative and debunking the myth of the starving artist. From graphic designers already known to artists and business professionals, creatives already know that no one is born an artist. Instead, those who have entered a creative field have already utilized the imagination in fundamental ways in order to accomplish what they have thus far. And contrary to popular myth, Goins believes their artistic temperament has actually given them a competitive advantage in the marketplace. Through inspiring anecdotes of successful creatives both past and present, Goins explores the tension between creative person and organization faces in an effort to blend the inspired life with a practical path to success. Being creative isn't a disadvantage for success; rather, it is a powerful tool to be harnessed.



Good art does not sell itself
 Author: Shirley-Ann O'Neill & Laura O'Hare
 174 pages / £10.99

Over the past decade, Shirley-Ann O'Neill and Laura O'Hare have worked with hundreds of artists to help successfully build their practices and sell their work. During the past two years they have built a community which focuses on supporting artists in their professional lives, and they are sharing their knowledge and experience with you.

Good Art Does Not Sell Itself guides artists through the ins and outs of income streams and art sales. Success is a journey and this book is the roadmap. No matter what stage you are at in your career, *Good Art Does Not Sell Itself* will equip you with the knowledge to increase your visibility and create more opportunities.

Your Brain on Art: How the Arts Transform

Author: Susan Magsamen Publisher: Random House / 304 pages / \$18.30
 Many of us think of the arts as entertainment—a luxury of some kind. In *Your Brain on Art*, authors Susan Magsamen and Ivy Ross show how activities from painting and dancing to expressive writing, architecture, and more are essential to our lives.

We're on the verge of a cultural shift in which the arts can deliver potent, accessible, and proven solutions for the well-being of everyone. Magsamen and Ross offer compelling research that shows how engaging in an art project for as little as forty-five minutes reduces the stress hormone cortisol, no matter your skill level, and just one art experience can extend your life by ten years. They expand our understanding of how playing music builds cognitive skills and enhances learning; the vibrations of a tuning fork create sound waves that counteract stress; virtual reality can provide cutting-edge therapeutic benefit; and interactive exhibits dissolve the boundaries between art and viewers, engaging all of our senses and strengthening memory. Doctors have even been prescribing museum visits to address loneliness, dementia, and many other physical and mental health concerns.

Your Brain on Art is a portal into this new understanding about how the arts and aesthetics can help us transform traditional medicine, build healthier communities, and mend an aching planet.

Featuring conversations with artists such as David Byrne, Renée Fleming, and evolutionary biologist E. O. Wilson, *Your Brain on Art* is an authoritative guide to neuroaesthetics. The book weaves a tapestry of breakthrough research, insights from multidisciplinary pioneers, and compelling stories from people who are using the arts to enhance their lives.



Women in Art

Written and illustrated by: Rachel Ignatofsky
 128 pages / £12.97
 Reading age: 9-11 Years.

This beautiful book with a gold foil cover is the perfect present for young budding artists.



Women in Art is an EMPOWERING and INSPIRATIONAL celebration of some of the most iconic and fearless women who paved the way for the next generation of artists.

From well-known figures such as Frida Kahlo and Dame Vivienne Westwood to lesser-known artists including Harriet Powers (the nineteenth-century African American quilter) and Yayoi Kusama (a Japanese sculptor), this charmingly illustrated and inspiring book highlights the achievements of 50 notable women in the arts.

Covering a wide array of artistic mediums, this fascinating collection also contains infographics about artistic movements throughout history, statistics about women's representation in museums, and notable works by women who have inspired the world from the 11th century to today.

This gorgeous gift book with gold foil on the cover, is the perfect present for art-lovers both young and old!



Collecting the most iconic illustrations from the book *Women in Art*, these 100 postcards portray 50 female artists, each repeating once, in Rachel Ignatofsky's inimitable style, from well-known figures like Frida Kahlo and Georgia O'Keeffe to newly discovered, gifted artists like nineteenth-century African American sculptor Mary Edmonia Lewis and Hopi-Tewa ceramic artist Nampeyo. Like *Women in Science*: 100 Postcards, this collection is perfect for featuring your favorite artist on your wall—sending inspiration to a friend, or writing letters to elected officials.



"I MUST NOT ONLY BELIEVE THE OTHER THING I BELIEVE IS THAT I MUST BELIEVE I HAVE TO HAVE MY FIRST WORKS PRODUCED THROUGH MY HANDS WITHOUT ANY OTHER CONSIDERATION." FRIDA KAHLO

OPTION 1: HALF PAGE

YOUR ARTWORK



A brief artist biography will be featured here, highlighting key aspects of the artist's background, creative journey, and notable achievements. This section will offer an overview of their artistic style, influences, and exhibitions, along with any relevant professional milestones. Links to the artist's website and social media profiles will also be included.



website & social media handle

ARTIST NAME

YOUR ARTWORK



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Artists worth knowing



Patagonia's pink church
oil on canvas 100 x 80 cm (2024)

Borja Álvarez is a painter who is passionate about travelling and discovering new places. He enjoys the texture of oil and acrylic paints, and takes delight in using vibrant colours in his works. His favourite subjects include mice and other animals, which he captures with great skill and detail in his paintings.



@borjaalvarezdem

BORJA ÁLVAREZ

OPCION 2: FULL PAGE 1-2-3 IMAGES)

Artists worth knowing



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ART WORK TITLE - Medium, Size, Year

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