



"Starving" to Successful: The Fine Artist's Guide to Getting Into Galleries and Selling More Art

By J. Jason Horejs

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Have you ever wondered if you have what it takes to show your work in galleries? Have you felt frustrated because you are unsure how to best approach galleries for representation? Do you know what you need to do to prepare your work, your portfolio, and yourself to make an effective approach? Starving to Successful | The Fine Artist's Guide to Getting into Galleries and Selling More Art will answer these questions and many more as you prepare to increase your presence in the gallery market. Written by J. Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ, Starving to Successful will give you pragmatic advice and concrete, actionable steps you can begin implementing immediately to become more successful in marketing your work to galleries. Gain insight into what a gallery owner is thinking as he or she reviews your portfolio. Understand why the most common approaches artists make to galleries are largely ineffective. Learn what most artists fail to do in preparing their work for sale. Starving to Successful will change the way you look at the artist/gallery relationship, and will set your art career on a new path.

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Editorial Review

About the Author

Art flows through Xanadu Gallery owner J. Jason Horejs veins. Second generation in the art business, (Horejs father is a nationally recognized oil painter John Horejs) Horejs life has always been filled with art. Though not interested in pursuing a life as an artist, Horejs fell in love with the business side of art at an early age. At age 12, the future gallery owner was employed by his father building custom canvas stretchers. In 1991, at the age of 17, Horejs began working for Legacy Gallery in Scottsdale, AZ, where he learned the gallery business from the ground up. Horejs handled logistics, shipping and installation, eventually working into a sales position at the western art gallery. Horejs worked in the gallery s Scottsdale and Jackson Hole, WY, locations. In 2001, Jason and his wife, Carrie, opened Xanadu Gallery in Scottsdale. In spite of opening on September 11th into a completely changed art world, Horejs built the gallery into a successful venture, showing dozens of artists and selling to collectors from around the world, including major municipal and private collections. In 2008, Horejs developed a series of art marketing workshops designed to help artists better understand the gallery business and better prepare themselves to approach galleries. This series of workshops has helped hundreds of artists get organized to show and sell their work through galleries. "I discovered," says Horejs, "there was very little information out there for the aspiring professional artist regarding the business side of art, especially in terms of the crucial relationship between the artists and the fine art gallery. Even artists who have graduated with master s degrees leave school having never heard a word about how to approach galleries." Horejs observes that artists approaching his gallery are making many of the same mistakes, not because their work isn t gallery-ready, but simply because they don t have a clear idea of how to proceed. Horejs designed his workshops working closely with his parents and other artists who have learned the ropes of working with galleries by trial and error. The clear-headed advice the gallery owner gives is designed to give the artists concrete steps they can take to prepare their work, research galleries and approach galleries for representation.

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