



Katharine T. Carter and Associates, 2011, *Accelerating on the Curves: The Artist's Roadmap to Success*

Accelerating on the Curves: The Artist's Roadmap to Success

The King of Resource Books for Art Careers-in-the-Making

by **Dominique Nahas**

Accelerating on the Curves: The Artist's Roadmap to Success is a 300 + page comprehensive omnibus tome on career planning and development in the visual arts. Katharine T. Carter and Associates, a long-standing, highly respected, national arts marketing and public relations firm released it earlier this year. *Accelerating on the Curves* is pricey at just under a hundred dollars. Yet, you get what you pay for: clear and concise information, step-by-step advice tips,

here's-how-it's-done strategizing sessions, how-to-do-it-right chapters, and an informational resources section that will go a long way in helping locate goods and services related to the arts industry and the individual studio practice. With its clear format and well-organized presentation of stratagems, facts and issues, the book's utter practicality and sheer comprehensiveness makes it the gold standard in its field.

In the book's early chapters Katharine T. Carter, the doyenne of art career advisors, promoters and developers, writes on her principles for career-development programs and how

she makes those careers grow. She explores how she selectively systematizes information and strategizes, territorially-speaking. Geography is key for her, as we find out. In the "Stage One" chapters she goes over local, county, and statewide development. "Stage Two" involves regional augmentation and in "Stage Three," Carter bears down on how to optimize national visibility and career extension. Carter stresses incremental movements in speed and distances that build on one another and well-timed strategic maneuvers as sound long-term principles upon which to build a long-lasting art career. The "got-to-have-it" and "go-to" qualities if *Accelerating on the Curves* are evident. The book is immensely well-researched and is authoritative without being a snore; it's

tone is not nerdy-academic nor does it come across as clubby. Instead, it's a sophisticated read without having a hipper-than-thou attitude. Just the opposite: *Accelerating on the Curves* is as informative as it is user-friendly – its braininess is never glib. The book is realistically down-to-earth, passionate, reasonable, jargon-free, and encouraging in an offhandedly witty way. *Accelerating on the Curves* stresses autonomy but not isolation. It encourages the artist to seek advice and help whenever it is available, to stay positive and realistic, and to be open to ongoing developments and new opportunities. Most importantly, *Accelerating on the Curves* takes nothing in the field for granted. It covers each multi-dimensional aspect of an art career with loving care, paying huge attention to detail, no matter how elementary such information may appear to a seasoned pro. Such details shed light on the art, if not science, of self-presentation including topics such as writing a resume, and establishing a website. Furthermore, the book has chapters dissecting the elements that make a press release effective, includes artist statement tutorials, and looks at gallery contracts. The book also helps the artist in other ways: offering myriad tips on how to get (and keep) your foot in the door, and tips on what not to do before, during, and after de facto interviews in the form of a studio visit by a gallery; it also proffers keen insights on how to get reviewed in the right way by media platforms that count. This king-sized book is the deluxe Swiss-Army knife of art career-development books: a solid practical companion you can trust and depend on for years to come. And, clocking in at 363 pages, you'd never lose it.

Accelerating on the Curves, The Artist's Roadmap to Success. by Katharine T. Carter and Associates, Paperback, \$95. 363 pages. To order, visit www.ktcassoc.com/roadmap/index.html