

# From the artist's studio to the bank

## THE BUSINESS OF ART

Edited by Lee Evan Caplin. Prentice-Hall. 383 pages. \$9.95.

By Hunter Drohojowska

If anyone out there still believes that artists live in garrets, cherishing their outcast status in society, eschewing the conventional bourgeois attachments to money, they should think again. This is the book to shatter such illusions. On the face of it, such a book might elicit groans of disappointment. Is nothing sacred, that fine art itself should become a business? In a word, yes.

Lee Evan Caplin, credited as being an artist, attorney, and TV producer, conceived and edited this volume after directing a program of similar nature for the National Endowment for the Arts. That agency recognizes more than most that ever since Andy Warhol made a business of his art, artists take no shame in being part of what has become a multi-billion dollar industry.

The artist today who does not take care of business is likely to be left at the starting line watching the more savvy operators finish the race. Since successful

artists now are likely to make substantial sums, they need the businessman's protection in the form of accountants and tax lawyers. This extensive research book is designed to help artists cope with the hard facts of the contemporary art world.

Part one, on planning, includes James Rosenquist and Bruce Beasley providing confessions about their early part time jobs, and reassuring advice. A Santa Monica CPA offers tax tips, and an attorney outlines estate and gift tax planning.

Part two deals with the areas of copyright, insurance, health hazards from materials, and financial resources such as grants. The section on marketing covers the areas of contracts, self-promotion, the integrity of the dealer/artist relationship, as well as preparing a portfolio and photographing artwork. Slides emerge as the most important tool in the artist's presentation.

This book should help any artist to play the game by the complicated rules. It is a concise, readable, and helpful text. But Henry Geldzahler's clever essay reminds artists of the toughest fact, one that no amount of business acumen will abet. "Making honest art is the goal." ■

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