

# PROFESSIONAL artist

## headlines & DETAILS

### BOOK

## LOUDEN'S BOOK INSPIRES WITH 40 ARTIST SUCCESS STORIES

"When I'm famous, I won't have to worry about ..." How many of us have ended this sentence with a long list of items including "money" and "marketing"? Sharon Louden's book, *Living and Sustaining a Creative Life: Essays by 40 Working Artists* (The University of Chicago Press, 2013), will dispel the fantasy that once you're an established artist, you won't have to worry anymore.

When Louden graduated in 1991 with an MFA from Yale University, she was shocked to discover how much she didn't know about surviving as an artist. Struggling with school loans, a day job, and no helpful advice from a mentor, she felt lost.

"I expected that the feeling of Utopia which flowed from the fluid exchange and sharing of ideas among my

fellow students at graduate school would continue once I graduated," she writes in the preface to the book. She also harbored some illusions, including the belief that she would find a gallery that would support her financially and emotionally.

The book is the compendium she wishes she had when she was forging her own path more than 20 years ago. Now, she has a thriving art practice with work in the permanent collections of the National Gallery of Art, Whitney Museum of American Art and Houston's Museum of Fine Arts.

"One of the goals of this book is to dispel the belief that there is only one way to chart a path into a creative and sustainable life as an artist. This collection of essays is intended to show the reality of how artists — from the unknown to the established —

juggle their creative lives with the everyday needs of making a living," said Louden, a resident of Brooklyn, N.Y.

Louden's book reminds us that all artists struggle with the work/life balance, especially artists who are also parents. The need to market and to manage finances will continue as we grow, and if anything, become more complex with growing success. These inspiring stories show how artists create both inside and outside the studio, both day-to-day and over the long haul. When persistence meets talent, these 40 artists find their way to success.



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