



## HERRON SCHOOL *of* ART + DESIGN

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## Reporter Daniel Grant to explore entrepreneurship for artists in the 2014 Leibman Forum

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*Daniel Grant*

**Daniel Grant**, whose frequent reporting on the visual arts appears in *ARTnews Magazine*, *Huffington Post* and *The Wall Street Journal*, will speak at Herron School of Art and Design in Eskenazi Hall's Basile Auditorium on November 5 at 6:00 p.m. The event is free and open to the public.

Grant will present *What Collectors Want: The Business, Law and Art of Art Sales* as the 2014 speaker for the **Jordan H. and Joan R. Leibman** Forum on the Legal and Business Environment of Art. His talk will focus on how artists may communicate—in person, in writings and online—with collectors, dealers and curators in ways that will help lead to exhibitions and sales.

“The key is to for artists to be entrepreneurial,” said Grant, “looking for ways to advance their own careers rather than relying upon someone else. For many up-and-coming artists, the goal is to get into a gallery. That is not necessarily synonymous with selling one’s work or supporting oneself from those sales. It is easy to get lost in the idea that a gallery equals prestige, art world acceptance and a ready group of buyers. *(more)*”



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*(continued)* Grant has quoted studies that have shown a high percentage of artists are able to support themselves through their art and related skills—often flying in the face of preconceived notions about an arts education. What’s more, these studies have revealed artists to be happier with their lives than many others in higher-paying professions, at least in part because of their autonomous decision-making.

“A growing number of artists are looking at galleries as just one part—or, perhaps, not even a part at all—of their plans to show and sell work,” he said. “These artists are aware that they can speak for their art better than any third party and that, in fact, many collectors are eager to speak with the artists directly rather than with a gallery owner.”

Grant is the author of books including *The Business of Being an Artist*, *Selling Art Without Galleries*, and *The Fine Artist’s Career Guide*. He will take questions from the audience on all facets of being an artist or acquiring art. His books will be available for sale and autograph during the reception following the lecture.

The Leibman Lecture is a joint project of IU’s Kelley School of Business, the **Robert H. McKinney** School of Law and Herron School of Art and Design—all on the campus of IUPUI. Past Leibman Lecture topics have ranged from *The Art of The Steal* and *The Monuments Men* to U.S. Department of Treasury engraving practices and wearable intellectual property.

**Parking:** Limited parking is available in the Sports Complex Garage just west of Herron. Park in the visitor side of the garage and bring your ticket to the Herron Galleries for validation, compliments of The Great Frame Up. -30-

*image courtesy Daniel Grant*