

## **THE MAMMOTH MARKET ARTISTS OFTEN OVERLOOK – Part I**

A study guide for use in conjunction with:

<http://www.talkshoe.com/talkshoe/web/audioPop.jsp?episodeId=25952>

*This guide is designed to help the artist remember the information by filling in the blanks as he or she listens to the podcast. I suggest listening to the entire podcast before filling in this study guide during a second hearing. If you are listening on your computer the podcast may be paused at any point by placing the cursor on the || symbol and clicking.*

*Restart by clicking the >.*

1. Who are these clients? \_\_\_\_\_ and \_\_\_\_\_.
2. Whose art are they looking for? Any artist who \_\_\_\_\_ that complement the \_\_\_\_\_ schemes and decorative \_\_\_\_\_ of the design projects they are working on.
3. The decorators are interested in artistic styles ranging from \_\_\_\_\_ to \_\_\_\_\_ in a variety of \_\_\_\_\_ and \_\_\_\_\_ dimensional mediums, with prices ranging from a \_\_\_\_\_ dollars to \_\_\_\_\_ dollars.
4. This field is wide open for competent artists who make the effort to \_\_\_\_\_ the market and who can produce artwork on \_\_\_\_\_ and in the \_\_\_\_\_ the clients need.
5. It isn't necessary to have a \_\_\_\_\_ or string of \_\_\_\_\_ and \_\_\_\_\_ to your credit to sell to this market.
6. Even if you've never sold a work of art in your life, you can make the sale – provided that the image you offer looks good in the \_\_\_\_\_ being \_\_\_\_\_, that the \_\_\_\_\_ falls within the \_\_\_\_\_ specified, and that the image is shown to the designer when he or she is \_\_\_\_\_ for art.
7. To be successful, all you need is some basic \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
8. This is advice about \_\_\_\_\_, not \_\_\_\_\_.

9. Part of what you need to be better able to sell your artwork to this market is \_\_\_\_\_ of the factors that influence the salability of artwork. The most \_\_\_\_\_ is \_\_\_\_\_.
10. How do you find out which \_\_\_\_\_ are currently in demand? The answer is to spend a few minutes leafing through \_\_\_\_\_, reading \_\_\_\_\_ publications, or walking through a high-end \_\_\_\_\_ store or \_\_\_\_\_ store where you will see the latest designs and styles.
11. Color trends in decorating \_\_\_\_\_, but not as rapidly as color trends in \_\_\_\_\_. \_\_\_\_\_ shown this season will often suggest the hues that will start showing up in \_\_\_\_\_ collections next year.
12. These changes occur most rapidly at the \_\_\_\_\_ of the decorative market, with a few creative \_\_\_\_\_ leading thousands of others into new \_\_\_\_\_ and \_\_\_\_\_.
13. Keep in mind that color selections vary according to the \_\_\_\_\_ of \_\_\_\_\_ the decorator has in hand and the \_\_\_\_\_ location of the \_\_\_\_\_ or \_\_\_\_\_ to be decorated.
14. If it is a contract design job for an \_\_\_\_\_, a \_\_\_\_\_, or a \_\_\_\_\_, the color palette is likely to be \_\_\_\_\_.
15. For a \_\_\_\_\_ job, the colors will depend on whether the dwelling is a \_\_\_\_\_ or a \_\_\_\_\_ home, and what the design trends are in that region of the country.
16. Designers are seldom shy about asking an artist to \_\_\_\_\_ the \_\_\_\_\_ in a painting or print. It's the \_\_\_\_\_ of the room's interior that dictates the hues in a \_\_\_\_\_, not \_\_\_\_\_.
17. Artists are often asked to create paintings or multiples that \_\_\_\_\_ the color of the \_\_\_\_\_ swatches, \_\_\_\_\_ samples, \_\_\_\_\_ chips, pieces of \_\_\_\_\_, or strips of \_\_\_\_\_.

18. The \_\_\_\_\_ of a piece of artwork is another important factor in determining its \_\_\_\_\_, but it should not be assumed that price is the \_\_\_\_\_.
19. Designers have both a \_\_\_\_\_ and a \_\_\_\_\_ of what is appropriate for their \_\_\_\_\_. Sometimes that \_\_\_\_\_ means buying \_\_\_\_\_ works of art, and sometimes it means buying \_\_\_\_\_ - \_\_\_\_\_ multiples.

### ANSWERS:

1. INTERIOR DESIGNERS / ARCHITECTS
2. CREATES / IMAGES / COLOR / STYLES
3. ABSTRACT / TRADITIONAL / TWO / THREE / FEW / TWENTY THOUSAND
4. UNDERSTAND / SCHEDULE / QUANTITIES
5. NAME / EXHIBITIONS / PRIZES
6. SPACE / DECORATED / PRICE / BUDGET / ACTIVELY LOOKING
7. KNOWLEDGE / ORGANIZATION / EFFORT
8. SALES / AESTHETICS
9. KNOWLEDGE / IMPORTANT / COLOR
10. COLORS / DESIGN MAGAZINES / TRADE / DEPARTMENT / FURNITURE
11. CHANGE / CLOTHING / WOMEN'S CLOTHES / FURNITURE
12. HIGH END / DECORATIVE / DESIGNERS / STYLE / COLORS
13. TYPE / JOB / GEOGRAPHICAL / OFFICE / RESIDENCE
14. OFFICE / HOSPITAL / BANK / SUBDUED
15. RESIDENTIAL / RESIDENCE / VACATION
16. CUSTOMIZE / COLORS / COLOR SCHEME / LANDSCAPE / MOTHER NATURE
17. MATCH / FABRIC / CARPET / PAINT / FORMICA / WALLPAPER
18. PRICE / SALABILITY / ONLY CONSIDERATION
19. BUDGET / CONCEPT / EXPENSIVE / LOW-PRICED

*Many listeners have found that once they have listened to the podcast and filled in the study guide, just glancing over the answers will quickly and easily bring the important points to mind.*