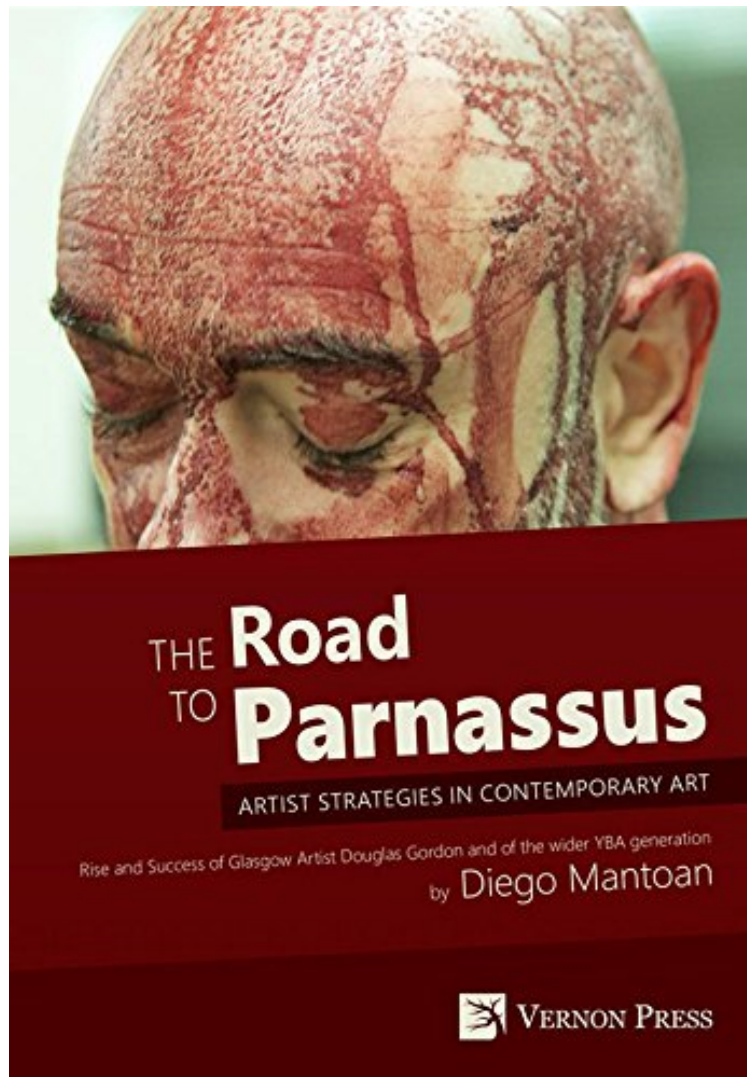


(Read free ebook) The Road to Parnassus: Artist Strategies in Contemporary Art: Rise and Success of Glasgow Artist Douglas Gordon and of the wider YBA generation

The Road to Parnassus: Artist Strategies in Contemporary Art: Rise and Success of Glasgow Artist Douglas Gordon and of the wider YBA generation

Diego Mantoan

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Diego Mantoan : The Road to Parnassus: Artist Strategies in Contemporary Art: Rise and Success of Glasgow Artist Douglas Gordon and of the wider YBA generation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Road to Parnassus: Artist Strategies in Contemporary Art: Rise and Success of Glasgow Artist Douglas Gordon and of the wider YBA generation:

How can one become a successful artist? Where should one start a career in the art world? What are useful strategies to achieve recognition in the art system? Such questions hoard in students' minds ever since entering art school and they probably chase every kind of art professional who is at an early career stage. *The Road to Parnassus* tries to understand what makes a good start in today's art world, who are influential players in the field and which strategies might apply. The swift career ascension of Glasgow artist Douglas Gordon and of the broader YBA generation that rose into worldwide prominence in the 1990s; Damien Hirst and Sarah Lucas among the best known; serves as a convenient case to analyse contemporary artist strategies. This book takes a multidisciplinary approach; spanning from traditional art history, to sociology and economics; pursuing the reconstruction of the field of forces in art as intended by French sociologist Pierre Bourdieu. Compared to previous publications on art system dynamics, such as Thompson's *The \$12 Million Stuffed Shark*;, this book offers an enhanced understanding of the factors that allow a young artist to enter the arena of contemporary art. The present research should help uncover the art system logic; which appears enigmatic to non-experts; revealing that artists are aware they need to consider global trends, beat competitors and meet the demands of dealers, collectors, curators and museums. This book furthers existing contributions on the YBAs (for example Stallabrass' *High Art Literatures*), offering innovative conclusions on recent British art, such as on the duality between London and Glasgow, the gender opposition among emerging artists and the predominance of resourceful authors.

Longlisted for the 2016 William M.B. Berger Prize for British Art History. "A profoundly researched, well-written and accessible study. Unlike other works of art history, it is addressed to a broader public with interests in the art market and also artists, gallerists and other 'players' in the art business." Prof. Dr. Tobias Vogt, Universitat der Kunste, College of Fine Arts, Berlin"