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How To Place Public Art & All Other Art: Maximize Aesthetics To Engage Audiences

Michaell Magrutsche

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Do you feel uneasy talking about art or placing it? Did you know that the most brilliant artists don’t know how to place their work and rely on jargon to speak art? It seems as if placing and talking about is a skill for the few. Not really. With over 60 color illustrations, I reveal a new way to look at art and uncover the secrets of stunning placements that empower artists and those in the art business. I want to elevate our knowledge about art and aesthetics to rise to a new level of beauty that guarantees stronger engagement with audiences and creates more rewarding conversations about the Arts. In this book, I guide you to: -Engage more audiences with your art displays -Become a well-skilled curator by understanding the underlying functions and values of art -Place art with confidence by using the established aesthetic guidelines shown in this book -Attract art audiences with interesting, jargon-free conversations -Understand the core values of The New Creative Community and Self-Aware Artists

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