

BRIDGETTE MAYER

FOR IMMEDIATE RELEASE

January 11, 2020

Bridgette Mayer

t: 215-413-8893 f: 215-413-2283

e: bmayer@bmayerart.com

www.bridgettemayer.com

Bridgette Mayer to release second book: “The Modern Artist’s Way: How to Build a Successful Career as a Creative in the 21st Century”

How can artists and creatives move away from the “starving artist” syndrome and create a successful career? In our current time, how can community building and smarter career planning kickstart a creative’s success?

In her new book, “The Modern Artist’s Way,” author Bridgette Mayer lays out essential methods for creating a top art career. Sharing stories and personal business tactics as well as concrete methods for taking action, this book is for any creative person who is interested in having more success in their career or starting/kickstarting a creative career.

Mayer wrote the book to inspire and motivate artists and creatives to identify the mindsets that might be holding them back and to share action items and steps that have been successful for her over a twenty year period in her own personal career and with working with thousands of artists to create their success.

In addition, Mayer has interviewed eight top creatives in the industries of: marketing, advertising, dance, music, writing, fine art and entrepreneurship and a recognized speaker in the field of manifestation and mindset. In her “case studies” about each of these recognized creatives, she shares their stories and secrets of their success that are applicable to any creative industry.

She says, “I have worked as a gallery dealer, curator and art consultant the past twenty years. I have worked with and collaborated with thousands of artists and creatives within fine art, photography, sculpture, writing, music, dance and other creative disciplines. What has struck me over many years is the attitudes and actions that creatives take or fail to take that are at the detriment to their careers. This is in direct contrast to the highly successful clients I work with on the other end of the spectrum that buy and commission art and creative projects. These CEO’s, top producers and patrons of the arts have had vastly different approaches to their careers and running their life and this is a giant missing gap in the creative industry. After coming across these experiences over many years contrasted with my own

BRIDGETTE MAYER

success in all of my businesses, I felt it was my calling to put together a book for artists and creatives to start giving them the tools to get their minds working and their careers moving in a forward momentum.

When someone is in the business world working on their career and being groomed to run and manage companies and projects, they have training that is often ongoing, and most creatives stop their own learning after undergrad or graduate school. This is mistake one. I have written this book and will be launching an online platform and learning center called Art MBA™ to address this situation in my industry and to make a positive impact on the people who need it the most and in my opinion are often the backbone of our societies and economy – the artists and creatives."

Bridgette Mayer is an art dealer in Philadelphia, PA. She opened Bridgette Mayer Gallery on Philadelphia's historic Washington Square in 2001. She represents artists from Philadelphia, New York, Los Angeles and around the world, specializing in contemporary painting, sculpture and photography. The gallery shifted to a private, by appointment only model in 2017 and in addition, also deals in secondary market artwork sales and private and corporate consulting.

Bridgette Mayer Gallery has been featured on CNN's Anderson Cooper 360 as a small business "On the Rise" and was recognized as a recommended Philadelphia arts destination in The New York Times Magazine. In 2013 Mayer was awarded with the Philadelphia Business Journal 40 under 40 Award. In 2013, 2014 & 2015 Mayer was named one of the top 500 Galleries in the world by Blouin ArtInfo, and was also interviewed and featured in the Tory Burch Foundation's "Women to Watch" series. Mayer has been a featured speaker on many panels in the Philadelphia area and has guest lectured at a number of Universities, where her talks focus on how emerging artists can promote their work and sustain a career in the arts. A graduate of Bucknell University, Mayer was an active member of the University's Arts Board for several years. About Bridgette Mayer Businesses:

Bridgette Mayer Gallery exhibits, represents, and promotes artists from around the world, through our established gallery program in Philadelphia, as well as our art advisory firm based in the greater Orlando, Florida area. Building on 19 years of experience in the international art market, our professionally curated program facilitates access to innovative works from a diverse group of artists engaged on both a local and global scale. Bridgette Mayer Gallery is a leader in the national and Philadelphia arts community, actively partnering with local organizations to support fundraising initiatives and generating opportunities for our artists to engage with the public. For more information about Bridgette please visit: www.bridgettemayer.com www.bridgettemayergallery.com or www.bridgettemayerartadvisors.com

BRIDGETTE MAYER

Mayer's first book, **"THE ART CURE: A MEMOIR OF ABUSE & FORTUNE"** was published by **Lioncrest Publishing in 2016 and is available on amazon.com**

For press and speaking and other inquires please contact: t: 215-413-8893
e: cclark@bmayerart.com www.bridgettemayer.com

###