

GETTING INTO THE

# ART BUSINESS

A PRACTICAL GUIDE FOR EMERGING & INDEPENDENT ARTISTS  
BUILDING SUSTAINABLE ART CAREERS

FIRST DRAFT  
VERSION 1.0

SUCCESSFUL  
EMERGING ARTIST!

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## CASE STUDIES

What they did, how they got noticed, and became successful?

Here are real-world examples of emerging artists who have built successful careers — and what they actually did to get there. These stories show different paths to artistic recognition and success.

### CASE STUDY 1 — SUNGI MLENGEYA (PAINTER)

Self-taught contemporary painter from Tanzania known for minimalist figurative work.

#### WHAT SHE DID

- Practiced consistently and developed a recognizable visual style.
- Sold early work locally to build confidence and proof of demand.
- Traveled regionally to meet galleries and artists.
- Participated in international exhibitions and art fairs.

#### HOW SHE GOT NOTICED & SUCCESSFUL:

- She was self-taught, learning through practice and online techniques.
- Sold her first piece locally in Arusha, Tanzania, gaining early buyer interest.
- Traveled throughout East Africa to connect with galleries and artists, expanding her network.
- Exhibited at major art fairs and galleries, including abroad (South Africa, London, Vienna).

#### RESULTS

- Global gallery representation
- International exhibitions
- Growing collector base

#### LESSONS FOR EMERGING ARTISTS

- Strong style identity builds recognition.
- Local success can lead to international opportunity.
- In-person networking still matters (Vienna).

**Takeaway:** Persistence, live exhibition participation, and networking across regions propelled her career internationally.

### CASE STUDY 3 — ANTHONY AZEKWOH (DIGITAL ARTIST)

Self-taught digital artist from Nigeria blending culture and contemporary storytelling.

#### WHAT HE DID

- Built strong digital portfolio.
- Created viral artwork that expanded visibility.
- Collaborated with brands and musicians.
- Participated in international exhibitions.

#### STEPS TO SUCCESS:

- Self-taught digital art skills and developed a unique visual language.
- Created a viral artwork (“The Red Man”) that sold for a significant amount, boosting visibility.
- Collaborated with international brands and music artists, expanding his audience beyond traditional art spaces.
- Exhibited in solo and group shows in Lagos, London, and New York.
- Used success to support emerging artists through grants and prizes.

#### RESULTS

- Global audience reach
- Brand partnerships
- International exhibitions

#### LESSONS FOR EMERGING ARTISTS

- Online platforms can create real-world opportunity.
- Collaboration expands reach.
- Digital art careers require business strategy.

**Takeaway:** Bold, distinctive work + strategic collaborations + viral online presence can build a global profile.

### CASE STUDY 2 — SASHA GORDON (FIGURATIVE PAINTER)

Fine art graduate whose work gained rapid institutional attention.

#### What She Did

- Participated in curated group shows early.
- Built strong critical and curatorial relationships.
- Maintained consistent studio production.
- Leveraged gallery representation.

#### HOW SHE ROSE TO SUCCESS:

- While still a student at RISD, her work was included in an LA gallery group show, opening opportunities.
- Quickly earned her first solo show and positive critical reviews.
- Museums acquired and included her work in high-profile exhibitions, building legitimacy.
- Joined the roster of David Zwirner Gallery, one of the top contemporary galleries globally.

#### RESULTS

- Museum exhibitions
- Major gallery representation
- High-profile solo exhibitions

#### LESSONS FOR EMERGING ARTISTS

- Early curated exposure accelerates credibility.
- Professional presentation matters.
- Institutional relationships build long-term careers.

**Takeaway:** Early exposure via galleries + critical attention + institutional recognition can significantly accelerate an emerging artist’s career.

### CASE STUDY 4 — EMERGING ARTISTS THROUGH AWARDS & GRANTS

Artists who gained momentum through competitive arts awards and grants.

#### What They Did

- Applied consistently to opportunities.
- Created culturally relevant work.
- Prepared professional applications.

#### WHAT HELPED THEM SUCCEED:

- Awards provided financial support and visibility.
- Winners focused on authentic, culturally rooted work that resonated with jurors and audiences.

#### RESULTS

- Financial support
- Media exposure
- Institutional credibility

#### LESSONS FOR EMERGING ARTISTS

- Apply even if you feel “not ready.”
- Awards provide leverage
- Visibility creates opportunity

**Takeaway:** Competitions and awards can be significant milestones early in an artist’s career — especially when tied to visibility and financial backing.

#### FINAL MESSAGE TO ARTISTS

Success is built step by step. Not overnight. Not by accident. Your responsibility is to:

- Create consistently
- Show up professionally
- Build relationships
- Honor your gift.

**PEOPLE ART & COMPANY EXISTS TO WALK THIS JOURNEY WITH YOU.**