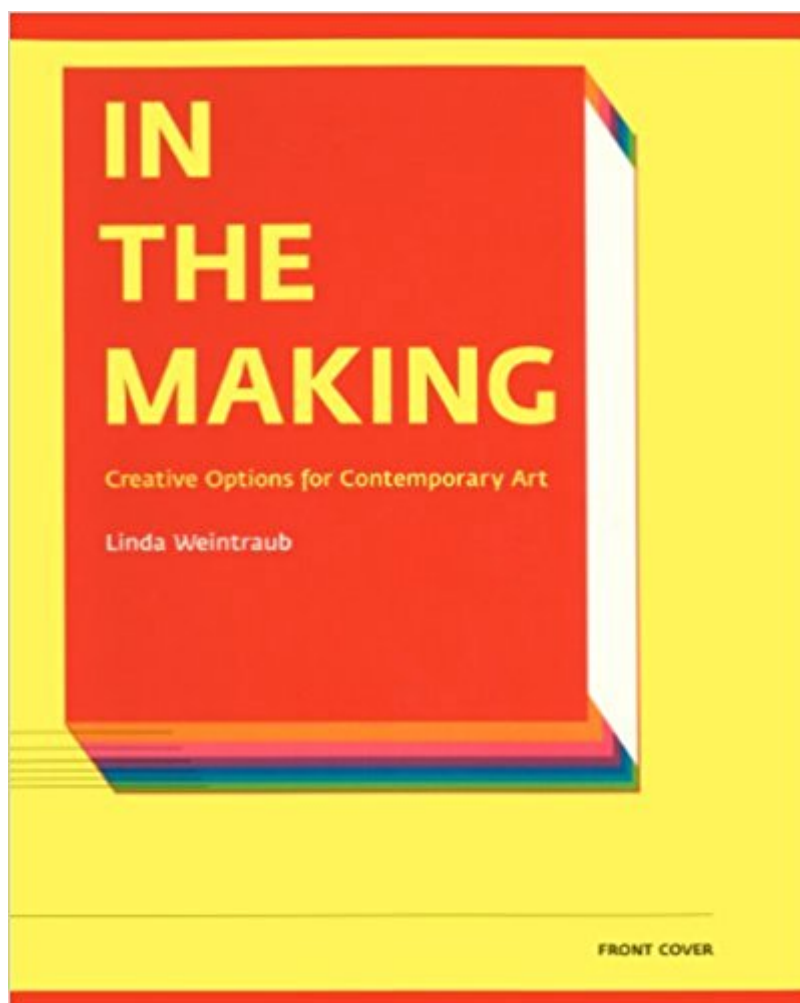


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In The Making: Creative Options For Contemporary Art



Synopsis

From the first page to the last, from Thomas Kinkaid (really!) to Matthew Barney, this book serves as a launching pad. Conclusions are perpetually delayed. Resolutions are continually postponed. The text is written for takeoff, not arrival. It is a first step for readers' explorations of current modes of art making and for their own future artistic achievements. The much-anticipated follow-up to *Art on the Edge... and Over*, Linda Weintraub's highly accessible introduction to contemporary art since the 1970s, *In the Making: Creative Options for Contemporary Art* explores essential but sometimes elusive facets of art making today. In her trademark writing style--straightforward and jargon-free--Weintraub sets out to itemize the conceptual and practical concerns that go into making contemporary art in all its endless permutations. In six clearly defined thematic sections--

- Scoping an Audience,
- Sourcing Inspiration,
- Crafting an Artistic 'Self',
- Expressing an Artistic Attitude,
- Choosing a Mission,
- and Measuring Success

--Weintraub moves artist by artist, in 40 individual chapters, using each to explain a different aspect of art making. Isaac Julien makes work for a highly specific audience; Michal Rovner communicates through metaphor and symbol; Charles Ray disrupts the viewer's assumptions; Pipilotti Rist is inspired by female emotions; William Kentridge is moved by apartheid and redemption; Vanessa Beecroft epitomizes the biography of a smart, attractive, Caucasian woman; and Matthew Barney achieves success through resistance. Through a compelling combination of renowned and up-and-coming artists, Weintraub creates a complex understanding of how to make and look at contemporary art--but in a simple, easily digestible format and language. In addition to being a fine read for anyone who simply wants to understand how to look at contemporary art, *In the Making* is also an exceptional pedagogical tool, one that addresses what is fast becoming a huge gap in art education. Teaching artistic techniques no longer provides young artists with a sufficient education--a full range of conceptual issues needs to be considered in any well-rounded studio practice. Yet these very same conceptual issues are often those that are dealt with textually in art history and criticism classes. Weintraub persuasively offers a series of texts that fit squarely into this gap, addressing issues that concern anyone who is learning how to make art or how to understand it. In addition, *In the Making* includes a series of interviews in which many of the artists discuss the practical issues of their life's work. Conducted by Weintraub's students at Oberlin College, the interviews pose questions about the artists' schooling, their studio space, and how they support themselves if their main income doesn't come from their art--the kind of questions every art student has always wanted to ask the artists whose work they see on gallery walls.

Book Information

Paperback: 415 pages

Publisher: D.A.P./Distributed Art Publishers, Inc.; 1st edition (July 2, 2003)

Language: English

ISBN-10: 1891024590

ISBN-13: 978-1891024597

Product Dimensions: 8.1 x 1.2 x 10.1 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars 20 customer reviews

Best Sellers Rank: #127,248 in Books (See Top 100 in Books) #148 in [Books > Arts &](#)

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Customer Reviews

I wish there had been a book like this 20 years ago when I was a young artist just out of school! What has confused the public about contemporary art ... is eliminated by Weintraub's clear, lucid prose. [Weintraub] provides superb preparation to museum and gallery goers...

Linda Weintraub, Henry Luce Professor of Emerging Arts at Oberlin College, is the author of *Art on the Edge and Over: Searching for Art's Meaning in Contemporary Society*. --This text refers to an out of print or unavailable edition of this title.

I wouldn't say that *Art on the Edge and Over* is a guide to understanding contemporary art but it can help you get there. It certainly helped me appreciate a series of contemporary works I had so far dismissed as being superficial, purely formal or dated. The book gives context and depth to artworks by examining the matter of their production and the ideas, ideologies and choices behind it.

This book was pretty interesting. It was basically a run-down of all the contemporary artists working in today's art scene. It was interesting to learn about them. It was a school book, but I'll probably keep it because it was an interesting read and I like a lot of the artists in the book.

Reading this book was very difficult. But over all the mass amount of information is very useful and I

love how unique all the artists are.

This book outlines different approaches to art-making by sorting various makers by technique and methodology. Rather than becoming a stale catalog that oversimplifies through categorization, Weintraub curates this book with grace and skill so that it reflects diversity and scope of intentions in contemporary art-making practices. I would recommend this book as an interpretive tool for non-makers ,an exploration for emerging makers, and a reflection manual for those with a cultivated making practice.

boring

A very interesting read for anyone wishing to learn about the arts. Has several interesting subjects and is laid out in an easy to read manner.

She covers many different art styles and artists from all over the world. Fun to read and covers many perspectives and nuances of the art world. :)

This may seem like a minor detail, but this text is full of unusually colored text which is challenging to read at times. Orange and magenta are especially difficult and I am not color blind.

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