

MARK JANICELLO International Man of Mystery **BULLSEYE!**



MARK JANICELLO HAS BEEN AN ARTIST SINCE HE WAS 4 YEARS OLD. HE HAS WORKED IN EVERY PERFORMANCE MEDIUM: OPERA. POP. MUSICAL. FILM AND TELEVISION. AS A PAINTER, HE HAS ENJOYED NUMEROUS SUCCESSFUL INTERNATIONAL EXHIBITIONS AND CURRENTLY OWNS GALLERY LARAVEN. WWW.MARKJANICELLO.NET

Today's column is not about number one hit singing: answers. It is about questions, very important questions that every artist needs to himself, EVERY single day.

Tonight, we are young. ask So, let's set the world on fire, we can burn brighter than the

Young artists often want to "reinvent the wheel." (especially young people) want is using the fire of change and there are no statics. Matter is to "change the world," and of ambition that burns brightly in "shake up the status quo."

People Wanting to set the world on fire, retract. In the natural universe, negative

It's not for nothing that the pop Factually, they group Fun had a world-wide, essential thought processes nor should it!

which further both the individual, the society and the world of art.

Without the creation of a state of "continuous advancement," we, as a society, begin to constant in every artist's heart. These movement and of change. We things. either expand or contract.

quite Nothing ever stays the same -

ask is: "Does changing the which I think makes this point status quo require obliterating brilliantly: EVERYTHING that has come before us?" Is there an easier way?

We are all artists. Generally speaking, artists want to create, and don't really want to be bothered with "Business."

Good. Go! Create! But ask vourself this second question. "WHO are you creating FOR?"

Artist: "Say what??? l *paint.* (draw, scuplt, sing, dance, act, WHATEVER fill in _ the discipline, yourself) What kind of stupid question is that????"

I'll repeat the question: "Who is your audience? Do you create Not give all your privacy away, for yourself? Your Mother? Your Friends? Art Critics? Art Media attention? Dealers? None of the above? ALL of the above?"

Whether you are selling coffee, tampons, or a platinum skull encrusted with 8,601 flawless diamonds, EVERY product has a target audience.

If you want to LIVE from your No, art isn't easy. But consider art, then you must find out WHO this, what if it were possible, Did Warhol know that doing is vour audience. must reach it's target audience. your own vision, to take the biggest movie stars of his time

Walking the fine line between bend them to your own will? art and commerce has been the balancing act that every You successful artist learn. However, once you get it the right, you hit a Bullseye!

Georges Seurat's struggles with -women have already created. into public consciousness?? his revolunationary pointilistic immortalized was Stephen Sondheim's musical "Sunday in the Park few people who would argue Is it both? Does it matter? with George." In the second act, that an Andy Warhol, a Banksy

Advancing art is easy-Financing it is not.

A vision's just a vision If it's only in your head.

If no one gets to see it, It's as good as dead. It has to come to light!

Dot by dot. building up the image.

Shot by shot, Keeping at a distance doesn't pay.

Still, if you remember your objective.

A little bit of hype can be effective. Long as you can keep it in perspective.

After all. without some recognition no one's going to give you a commission. Art isn't easy.

Your work without (greatly) compromising silk-screen paintings of existing infrastructures

may ask. has had to infrastructures?" How about, marketing, sales distribution infrastructures that "shock great businessmen

in Whatever one thinks of their 1985 creative output, there are very Is that art? Is that marketing? there is a very telling lyric from or a Damien Hirst did not

The first question I would like to the song "Putting it Together" "Shake up the status quo."

If we look carefully, we realize, addition to that in their artworks, their marketing and strategies were also sales REVOLUTIONARY. These artists not only understood, but mastered the "art" of marketing, sales and distribution as well.

Did these artist "compromise" their vision?? Putting a cow in formaldehyde (Hirst), pissing on your own paintings (Warhol), or working as a politciallyastute, stencilling graffitti artist (Banksy), are not the kind of artistic endeavors that have the word "COMPROMISE" tattooed all over them. However, these gentlemen have spectacularly successful in their own lifetimes – Bullseye!

Hirst's diamond-encrusted skull. gathered worldwide media attention and was "sold" for €58 million Euros. Warhol's "Eight Elvises" sold for \$100 million dollars and Banksy's stencil "paintings' are selling for \$40,000 - and I don't want to know how much they paid him to create the opening sequence of a "Simpsons" episode.

and would get him media attention and raise both his profile and his asking prices? You're damn "Which right, he did.

and Do Banksy and Hirst use value" methods and catapult their artistic endeavors They sure do.





"Time flies..." "Time heals all wounds.." "Living on borrowed time.." The list of sayings about time, goes on and on and on...

Why are we so busy with time?

Time is generally seen as a precious commodity. The older you get, you the more you become aware that you have "less" time than you did when you were young.

The late, great Jim Croce (if you're under 40, "Google" him) once sang these words...

"If I could save time in a bottle the first thing that I'd like to do.. is to save every day, 'til eternity passes away, just to spend them with you.

But there never seems to be enough time To do the things you want to do, once you find them..."

Depending on who you are, how "important" you are and how busy you are, the "hourly rate" for your precious time rises commensurately.

Strangely, even though creating a work of art is very time-consuming job, most artists, seem to have never considered how valuable time can be. I believe, that this stems from the fact that they don't value their own time, forget about valuing anyone else's.

How can I make a statement like that? Quite easily, actually. Now that I have replaced the T-Rex as the oldest living creature in Jurassic Park, I can speak from a sh*tload of experience.

Let's look at how a lot of artists live. I ran three art galleries in the Netherlands. If I had an appointment with a businessman at 10:00, most of them were ready for the meeting at 9:55.

In Gallery LaRaven's first year, we exhibited more than 60 international artists. Almost without exception, every artist was late to every single meeting I ever had with any of them. Instead of 10:00, they would saunter in at 10:20, 10:30 or even later, neither apologizing nor having bothered to call and say that they would be late.

For your information, in the New York entertainment world, there are numerous unions: AEA (Stage); SAG (Film) AFTRA (Television); and a few others.

If you are working on a union contract and you are even five minutes late for a rehearsal or a shooting, by the first offense -- you get an official warning. The second time you pay a large fine. By your third offense, you get immediately fired. End of story.

There are 250,000 actors in New York City. If an actor can't get to work on time, there are countless others, who would DIE to get that job!!

Why are the unions in New York so strict? "Time is money!!!" Union filmcrews, orchestras and stagehands are extremely expensive. However, more the costs involved, being on time is a sign of respect: respect for yourself; as well as for your partner's and/or co-worker's time.

William Paul Young, the Canadian author of "The Shack" once wrote:

"Submission is not about authority and it is not obedience; it is all about relationships of love and respect."

Recently, both Rhianna and Justin Bieber made international headlines by arriving hours too late for their concerts. After finally arriving, neither singer offered any excuse or apology for keeping tens of thousands of people waiting.

They are making millions of dollars from these concerts. Is that how you **respect** your business partners, your fans and your friends??

One thing is definite, the concert promoters who booked Rhianna and Justin are all furious. Certainly, the producers of their current tours will ALL think twice before ever working with either Rhianna or Justin again.

Why? When a concert runs into that much

overtime, it needlessly costs the concert producers enormous amounts of aggrivation and money. Understand that most big international venues have union contracts, and you can only imagine how many angry ticket buyers will demand a refund.

Union performers, musicians and technicians know what their time is worth — because the unions have set guidelines for their salaries and their time.

As an visual artist, what are you worth? What is your time worth? This is the eternal question. How do you put a price tag on that? How do you know how much to charge for one of your pieces, be it sculpture, painting or installation?

There are material costs, like paint, canvas, gemstones, marble. More important than the that, is putting a price tag on your original idea and the execution thereof. This is mostly determined by charging for your own time. How much of "yourself" did you invest in your creation?

Marketing can raise the "value" of your time. The better known you are, the more your works (and consequently your time) will be worth to others. Still, this is an "external" measurement.

How much is your time worth to you?? That's the real question.

Honesty is what people see. **Integrity** is how you behave when no one is looking. How much personal integrity do you have as an artist?

Alone in your studio, do you value your own time, your own life? Are you wasting your life "playing at" being an artist — or do you have the personal integrity to truly be busy with creating and creation every single moment of your life?

When you have an appointment, do you show up on time? If you don't, you've already got your answer.

www.markjanicello.net www.gallerylaraven.com

HOU М

SPECIAL DRAWING ISSUE FEAT:

DANIELE PAMPANELLI, SJOCO SJON, LORDH, JAMES ROPER, GABRIELE SAVERI, WAYNE HORSE, Morcky, Zurum, Oscar Delmar, Niko Stumpo

MARK JANICELLO INTERNATIONAL MAN OF MYSTERY

THE FINE PRINT



MARK JANICELLO HAS BEEN AN ARTIST SINCE HE WAS 4 YEARS OLD. HE HAS WORKED IN EVERY PERFORMANCE MEDIUM FROM OPERA TO TELEVISION TO MUSICAL, ROCK, POP AND FILM. AS A PAINTER, HE HAS ENJOYED 11 SUCCESSFUL INTERNATIONAL EXHIBITIONS AND CURRENTLY OWNS GALLERY LARAVEN IN AMSTERDAM AND ZANDVOORT, NL.

photo: Elisabete Maisao. Copyright 2012

"WHERE ARE MY GLASSES? I CAN'T READ THIS DAMN THING!!" THE SLIGHTLY DOTTY, UNHAPPILY AGING GENTLEMEN (ME) RUFFLES THROUGH ALL HIS DESK DRAWERS, AND JACKET POCKETS LOOKING FOR HIS 5 EURO READING GLASSES. NOT THAT HE REALLY NEEDS GLASSES, BECAUSE, IF HE REALLY NEEDED GLASSES THEN HE'D BE WEARING A DOLCE AND GABBANA MODEL AND NOT SOME DIME-STORE SPECIAL.

"Jesus, Mary and Joseph, what is it with you people? Do you all do this on purpose???"

The cause of his frantic search and emotional outburst?? — yet ANOTHER in a long line of ridiculous, unreadable, useless business cards.

After forty, lots of weird, unexpected and sometimes totally disgusting things happen to your body. Where you need hair — (on your head) — it falls out. Where you would never want any hair (ears, upper arms or back) — you get it. Your face finally decides that the earth does indeed have a gravitational pull and suddenly one morning you wake up and your cheeks are on your knees. Honestly, every morning I call my neighborhood priest and we conduct a small funeral service in front of my mirror and then bury my face.

Even more noticable and humiliating however, is what happens to your eyes. I used to have superhuman, nearly x-ray vision, But now??? When I am tired, or if there's not enough light, I CAN'T READ. Everything's blurry.

I run own two art galleries in the Netherlands, when I am not performing. Nearly every day, all these beautiful, care-free 20- and 30-year-old artists come into my art gallery, show me their work and then, before leaving, give me a business card... most of which are nearly unreadable.

One lady photographer, (who shall remain nameless) didn't even have her name on her business card, just a squiggly-looking thing that looked like it had sprung out of my mattress.. Then to add insult to injury, on the back of her business card in 5 pt, pink "Arial" lettertype, against a RED background she put her telephone number and e-mail address. Even with my glasses on it was nearly impossible for me to

ıd.

"Do you want to have an exhibition?"
I asked her.

"Yes, of course." she said.

"Then, how the F@#k do you expect me to contact you? What are you thinking?"

"I don't know what you mean," she countered.

"Why would you print business cards, without your name on them and where your contact information is so small that it's unreadable? The only thing on the front of the card is some kind of symbol. Who do you think you are, 'The artist formerly known as Prince?"" I was in a huff.

"Who's that?" she said. "Really, I just was trying to be interesting." she sheepishly answered.

Now, I was furious. Not only could I not read her card, she did not know the musical genius of my generation — the Purple Prince of Minneapolis Funk. This meeting was heading south at warp speed, now.

"Honey, (when I can't remember a woman's name, I always call them "Honey,") your WORK needs to be interesting, not your business cards. Your business card needs to be clear and easy to follow, so that people like me can easily contact people like you."

"Yes but..."

I continued, "All the artists in your generation seem to have had the same idiot teacher who told you all to make yourself impossible to find or contact — then you'll be interesting. Sorry, you won't be interesting, you'll just be poor and

unemployed."

"Wow, that's heavy!" she squaked.

I was on a rampage now, "People who run art galleries, tend to be about my age. People who actually BUY art, also tend to be about my age. What you forget is that people about my age can't really see anymore.

It's a 'no-brainer', Honey.. Use letterype that people can read. Pur your name, telephone number, e-mail and website address on your business card. That's what it's for-- NOT to make artistic statements."

"Yes but, I think that EVERYTHING I do should make an artistic statement." She said.

"Sure, let your work be artistic, but let the man or woman on the other side of the desk in a gallery know that you also have a brain in your head for business, not just for making art.

If I see a card like this, I immediately realize, "Art School Graduate — no experience, and no EARTHLY idea of what it takes to sell art or to make a living as an artist.

Art Galleries exhibit your work.

Nobody exhibits a business card (except a printer)."

"Yeah, I, uh, never thought of it that way before," she replied.

I thought to myself "Duhhh..."

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MARK JANICELLO

VOODOO & ART



MARK JANICELLO HAS BEEN AN ARTIST SINCE HE WAS 4 YEARS OLD. HE HAS WORKED IN EVERY PERFORMANCE MEDIUM FROM OPERA TO TELEVISION TO MUSICAL, ROCK, POP AND FILM. AS A PAINTER, HE HAS ENJOYED 11 SUCCESSFUL INTERNATIONAL EXHIBITIONS AND CURRENTLY OWNS GALLERY LARAVEN IN AMSTERDAM. INFO: www.markjanicello.net AND www.gallerylaraven.com

other of "Economic Voodoo." They have -- Madonna. been known to "cook their books" appease their constituents or benefit.

Are big governments and/or big cooperation with "big business" really and graphic artists as the last anathema to artistic endeavor? we?

When I was a young man, rock and roll F@#KIN REALITY CHECK. was a relatively new phenomenon. In the merchandising.

Talk about "Shock and Awe..." In 1968, starry night" my ass! who would have ever imagined that any do with the "Bad Boys of Rock 'n' Roll," symbiotic relationship. Windows software?

"Start me up" coupled with Microsoft's Economic Voodoo EXPRESS? software ad, was the very last time the think, so..

movie. concert or theatrical event that names) After the commercial success. sponsorship or even product placement involved. ET and Reese's "free" (non-commissioned) works. Pieces, anyone?? How about Britney

"Do do that voodoo, that you do so Spears and/or Beyoncé and Tommy An art gallery in a major city was well...." is a lyric from Cole Porter's Hilfiger; U2 and Blackberry; Kanye West approached. The gallery owner saw this immortal hit "You do something to me." and Absolut Vodka... the list goes on and artist's work, and while not being "blown Some governments and most businesses on... and PLEASE-- don't even get me away" by it, found it had enough merit to have been accused at one time or the started on the Queen of Commercialism warrant an exhibition.

(amoung other things) to please or How about the cookie-cutter singing voodoo doll out and started sticking pins. competition/television diahrrhea "Idols," The corporation stockholders. But, I have decided that or "Whatever's Got Talent," "X-Factor" commissioned the artist to design their breastfeeding.

in our society??? More imporantly, is a we still tend to think of painters, sculptors exhibition. gentle readers, it's time to GET A money -- Ka-Ching!!!!

major corporation would want anything to Sports and business have always had a Red artists to jump on the big business, exhibition in a major city.

Today, it is impossible to imagine a major (BTW, I am intentionally withholding all don't they use a ballerina in them? does not have SOME level of corporate this same artist wanted to make the move All I can say is, "Please put me down for into the "serious" art world exhibting his a double order of 'Economic Voodoo',

What happened?? "Big Business" got its

"economic voodoo" can really be useful... "The Voice" or etc., etc., etc., These House Style. They then plastered if you know how to use it to your own shows have as much to do with artistry or billboards with the artist's designs singing ability, as silicone has to do with everywhere in that city one month prior to the art exhibition. They hired a big PR to promote company both their corporations really the last bastion of evil Even after all that, for whatever reason, cooperation with the artist and the artist's Next. the corporation "artistic" produced merchandising bastion of "artistic integrity." Poor Vincent products (designed by the artist and Has an artist who accepts sponsorship, van Gogh cut off his ear and died without featuring (of course) the company logo) or does commissioned work for a major selling a painting.... and the stories go to be sold at the exhibition. Finally, the corporation factually signed a "deal with on.. We have romanticized artists to the corporation used their website and the devil?" Let's take a closer look, shall point, that we think they would rather monster client list to advertise the artist's drink Linseed Oil then "sell out." Well, exhibition. End result? "Show me the

While the normal "gallery" or "art buying late 1960's and early 70's, no rock Pablo Picasso enjoyed the patronage of public" pretty much ignored this artist's musician worth his salt would ever work Gertrude Stein (amoung many others), exhibition, the big corporation simply with "Big Business." No one self- "Poor Vincent" enjoyed the patronage of ignored them. They arranged their own respecting artist would even think about Dr. Paul Gachet. Rembrandt had the "special preview" for their clients and working with "the man." Elvis was cool, support of numerous, numerous patrons. colleagues. Once the chairman of the until he "sold out" to Hollywood and Did they "sell out?" Have you ever seen board bought a painting at the preview, the line to get into the Van Gogh every other board member present felt Museum in Amsterdam???? "Starry, obliged to do likewise. The exhibition wasn't even open, and 30% of the exhibition was already sold.

Bull, Success breeds success. It was a win-The Rolling Stones? More than that, who McDonalds. Coke and Pepsi have win situation for everyone. The Gallery could have ever imagined the "Boys" plastered their logos and products got a major publicity push. The company agreeing to allow "Start me up" to be into the minds of sports fans throughout got an "artistic" advertising campaign and used in advertisements for freakin' the universe. Don't you think, it's finally the artist got a Sh*tload of money - and time for those of us working in art or as bragging rights to a hugely \$ucce\$\$ful

Ladies and Gentlmen, why should Rolling Stones ever penetrated American Case in point, I recently heard of a gallery sportsmen and sporting events get all the Top 40 Radio and the public that exhibited the work of an cash? Doesn't art "nourish the soul of consciousness. Coincidence?? I don't internationally-famous figure, who had our society?" Don't we work as hard as made a name for themselves working sprinters and football players? Haven't with numerous fashion houses, product we earned a piece of that "big business Flash forward some 35 years later... manufacturers and other big businesses, pie?" I love Nike commercials, but why

> with a side of fries and a 'Start me F*&kin' Up" shake!"