

STOCK MARKET

Artist Reps Don't Bite

And they're ready to help, if you'd just ask

BY JINNA HAGERTY

YOUR BUDGET these days demands an endless wave of generic stock art, and relief is nowhere in site. Where can you turn to hold costs down while keeping your spirits up?

One option you may not have considered is to contact an artist representative. It's a great way to explore new possibilities in the world of stock photography. While [FPO] hopes that magazine designers can find ways to continue commissioning great artists (see our Artist Showcase on page 60), there are other cost-effective ways to get creative. Artist representatives can help you add variety to your title while keeping the bottom line in check. They could be your secret weapon in combatting those "Big Stock Blues."

Research & Network

Artist reps work directly with a personal portfolio of illustrators, photographers, and other artists. Working directly with these representatives gives you several key advantages. Reps have an intimate relationship with their artists and hold access to a broad catalog of work. If you have a particular style, artist, or theme in mind, the rep is there to help navigate through the artists' collections and find what's right for you. Some reps have sites with stock available, but developing a personal rapport with a phone call or email may give

you access to an artist's work that isn't online. Reps know illustrators and photographers beyond those they represent as well. This can be helpful for destination events where artist location is a concern.

Exclusive & Unique

Large stock sites want big sales. When selecting images for their sites, they look for art with broad themes and broad appeal. Artist reps, on the other hand, take a much more tailored approach. They know their clients and stock well, and can offer art that fits more closely with your magazine and vision. At the same time, reps can save you days of unsuccessful and frustrating internet searches, freeing you to work on more urgent projects.

Alterations & Additions

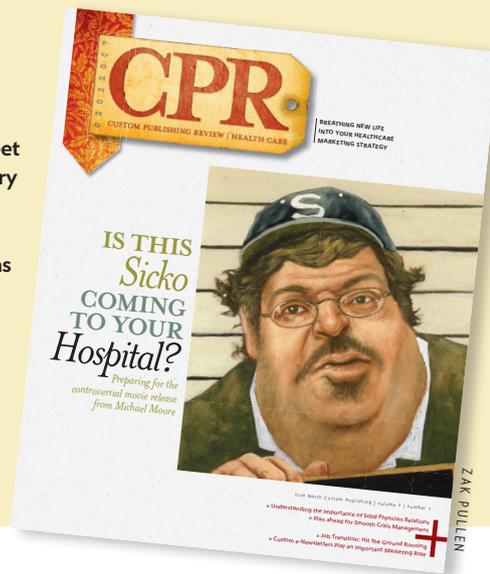
Artist representatives offer the perfect balance between flexibility of commissioned work and the cost-effectiveness of stock art. You can use work that's already been created and request alterations from the original artist. And if you found the perfect image but still need more, the rep can serve as a point of contact for inquiries into similar, already available images or budget commissions. Sometimes it's easier to tweak something that already exists than to start from scratch.

"Working within a tight deadline and budget, I needed an image of Michael Moore for a cover story. Stock and event photos would not work, so I was running out of options. Having worked with Donna Rosen on previous projects, I took the chance that one of her artists would have something close to what I needed. I was pleasantly surprised that she found an image; that the artist was willing to make some adjustments to meet our needs; and that the price was much less than commissioning the artwork from scratch. Donna was able to meet a specific need in a very short period of time while keeping costs in line—that week she was my lifesaver."

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Go for It!

Ultimately, it's nice to work with someone you know. Artist representatives know your needs and understand market values. They're much easier to talk to than a stock site's online FAQ. With specialized knowledge, their expertise is valuable and should be considered a key resource in your design arsenal. So look up an artist rep today, and save yourself another day of stock site madness! [FPO]



[FPO] PANEL

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