



Five Art World Headliners on Developing Their Creative Careers

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Stay Informed



Organ Farm by Julia Sinelnikova. Courtesy of the artist.

Looking around at our peers, it can be tempting to measure one's own success as a creative professional against the success of others. While this approach isn't necessarily constructive, it can be worthwhile to



Black Fairy Egg Nest by Julia Sinelnikova. Courtesy of the artist.

JULIA SINELNIKOVA – STAYING AGILE TO OVERCOME THE ODDS

Interdisciplinary Artist, Digital Innovator

Interdisciplinary artist and digital maven **Julia Sinelnikova** is no stranger to surmounting the odds. In her own words, this is a process she's had to continually mount in order to achieve visibility in the art world. The artist notes that "as a young female artist, every day is an act of overcoming – every day I work in a world where 70 to 80 percent of the top galleries' rosters are made up of white men. When I started doing my installations publicly, I was barely making a living. I joined art collectives...I worked every art job I could...and it was only after almost ten years as an arts administrator that I had the knowledge, network and studio techniques to go freelance." Sinelnikova unabashedly highlights the endurance test that is struggling as an artist in a substantially skewed art world, where, despite ongoing strides to create a level playing field, the majority of gallery rosters are still dominated by white male artists. Dogged persistence enables a can-do attitude to take root, something Sinelnikova maintains in her celebrated and robust studio practice in Brooklyn. October sees the artist celebrating an art commission by the NYC Department of Parks & Recreation at **Brower Park in Crown Heights**; she will mount a performance art event on Thursday, October 12th, 6-8pm at the site. Reflecting on persistence – and ways you might combat the gender disparity that occurs within most creative careers – might be a useful way to put Sinelnikova's advice to use.

When embarking on creative careers, there's nothing like tried and true advice from pioneers in the field to embolden you to create a stronger, more sustainable practice. By applying actionable advice in your own work as a creative professional, you are one step closer to realizing your full potential, gaining and keeping happier clients and finding yourself striking a genuine chord with your audience. Growth and encouragement through recognizing you are part of the greater creative community will only help to sustain your practice. Remember that a creative career requires dedication and applied practical advice as with any other field, so apply these friendly tips and watch your work soar to new heights!

