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ONLINE ARTICLES THIS MONTH:

Exploring Viral Marketing Parts I and II

By Ligaya Figueras

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If you have a comment, suggestion or career question, send it directly to any one of the Art Calendar writers or to the Editor at KHall@ArtCalendar.com.

You may also write to Art Calendar, 1500 Park Center Drive, Orlando, FL 32835. If we choose to print your letter in the magazine, we'll contact you, so be sure to include a phone number and/or e-mail address.

Be sure to read about our ArtScuttlebutt.com Member of the Month, **Fred Calleri**, on page 40.



Anna Bilinska by Fred Calleri. Oil on canvas, 24" x 18".

making the leap



Street in an Old Town by Megan Coyle. Collage on paper, 9" x 12". Private Collection.

Hello there, **Art Calendar**!

I'm an aspiring collage artist from Washington, D.C. I graduated from college last year, and now I'm working toward my dream of becoming a full-time artist. I'm doing commission work and submitting my artwork to juried exhibitions in local galleries. I'm meeting with gallery owners, teaching myself how to design my own marketing materials and creating my own Web site.

As an art major, I was never taught anything about the art business. So now, as I've ventured out into the real world, **Art Calendar** has helped me learn more about art as a profession. I'm learning a lot through trial and error as well as by reading articles and books that can give me insight to business and the art world.

Although I'm currently working two jobs to support myself, I've been moving steadily in the direction of my professional goals. Since graduating college, I've pushed myself to make sure I have a work of art up in an exhibition every month. Recently, my first solo exhibition proposal was accepted by the Art League Gallery — I'm officially scheduled to have my first solo show in 2010.

I might be young, but I feel like there's no need to be patient and wait for things to roll my way — it's important to keep busy and actively pursue my passion. I'm striving for the day that I can roll out of bed and have my typical workday consist of making art from morning till night.

Thank you for all that your magazine has done to help me thus far!

Megan Coyle
www.mcoyle.com

Career Firsts

If you've recently been accepted into your first show, been offered representation by your first gallery or made your first sale, let us know! E-mail us at KHall@ArtCalendar.com, along with a link to your Web site/s, and tell us a bit about what you're doing.