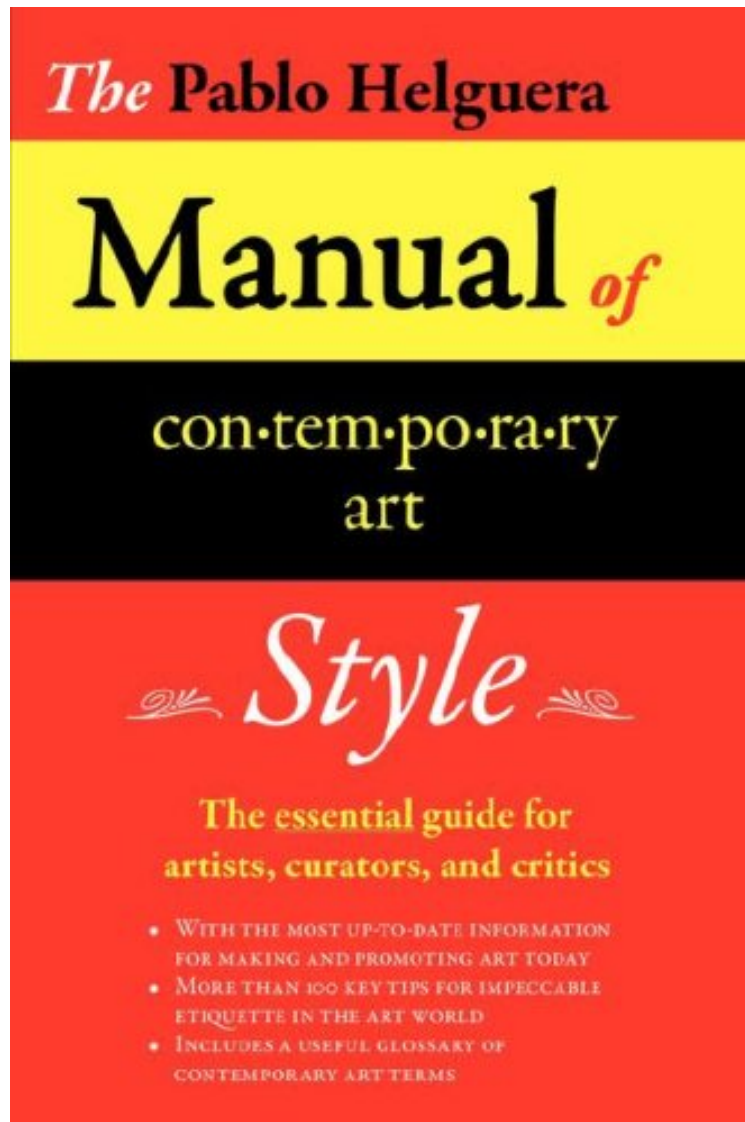


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## Manual of Contemporary Art Style

*Pablo Helguera*

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**Pablo Helguera : Manual of Contemporary Art Style** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Manual of Contemporary Art Style:

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about 'making it in the art world'. Those are self-help books, and maybe because of pride, I have problems reading them. But Helgueras book is like a 'The Loved One' of the art scene, it is very funny, and very truthfull. I totally recommend it to anyone that is interested in art, and every artist. Specially 'C-Class Artists'. 0 of 0 people found the following review helpful. Manual of Contemporary Style book By Tom Faulkner I ordered two copies and have enjoyed mine and the recipient of the other copy is enjoying theirs. The book contains a bit of wit, great recommendations and insights when dealing with galleries, collectors and other artists.

You'll find all sorts of things in Helgueras Manual that aren't in any other book: the difference between an A-level artist and a B-level artist, how to cure the dreaded festivalist syndrome, how to keep your conviction that you're the greatest artist in history, and whether it is ethical for a critic to sleep with an artist whose work she doesn't like. This is a very funny book. It masquerades as an old-fashioned guide to the manners and foibles of the art world, written by a savvy twenty-first century artist. But it is clever, and has many voices: snide like Miss Manners, sweet and impeccable like Emily Post, hapless like Bouvard and Pécuchet, earnest like an Art World for Dummies, sharp like Swifts encyclopedia of clichés, sneaky like David Wilson's fabricated documents for the Museum of Jurassic Technology. Helgueras tongue seems to be in his cheek that's what you're meant to think but he is often very helpful, and everything he says is true. -- James Elkins, author of How to Use your Eyes and Our Beautiful, Dry and Distant Texts: Art History as Writing. In the process of writing the rules of the game, Helguera also skewers its participants. -- Rebeca Spence, ArtNews An artist who dares to look at the big picture ... [Helguera] has a savvy understanding of art history and art audiences, enough to know that a little humor and a bit of irony are sometimes the best tools in an artist arsenal. -- Barbara Pollack, artist and writer