

ART MANAGEMENT

The purpose of this work is to study such a direction of management as art management, to determine the requirements that specialists in this field should have.

Now more and more organizations, factories and companies are appearing. Today management is an integral part of building an effective business. With the growth of markets, with the emergence of new lines of business, with a high level of competition, there are more areas that need to be managed. There is a huge number of types of management (innovative, investment, financial management and so on). Managers of different categories perform different responsibilities, work in different companies and help people of different professions.

Arts Management is a relatively young field of study – with foundations in the mid-20th century – that allows students to develop the knowledge and skills they need to become highly sought-after professionals within the arts and work in galleries, museums, performing arts companies, and many other related areas. The discipline of Arts Management combines the tools of business (such as management, marketing, planning) with the tools of audience – and community building (such as fundraising, development, education, volunteerism, etc.) to build bridges between art, artists and audiences [1].

Creative and talented people such as singers, artists, sculptors, artists spend a lot of time creating masterpieces. They need not only to create a product, but also to be able to sell it. If they cannot cope with this task on their own, they can turn to professional art managers for help. Art managers work for art galleries, ad agencies, motion picture companies, graphic design firms, ad agencies, publishing organizations some are self-employed. The list of areas of activity in which an art manager can be useful tends to infinity. Any business that considers its products to be works of art will do.

Art manager is a relatively new profession in Belarus, but there are many specialists in other countries. Many firms use the services of these managers to attract customers and increase profits. Many companies hire art managers because they know what methods of selling and attracting customers are now available, they can change the company's business plan and find new ways to solve problems. These kinds of managers should know how to make friends between art and business. An art manager must have knowledge of an art product, how to sell products.

Many companies are currently hiring art managers. They make advertisements, promote the product, work with social networks, upload videos, photos, create posters, hold events, decorate the premises for events, select artists and compose the program of the show, control the equipment (for example, sound or light) at the events.

In order to become a specialist in this profession, art managers must have certain skills. The characteristic features of the profession of an art manager include a conscious focus on achieving results, psychological maturity and dynamism, the ability to work with information, generalize, and draw conclusions. Since art managers are responsible for overseeing the art aspect of a production, they should be able to lead a team, work well

under pressure and think outside the box. Art managers must combine a love of beauty and developed organizational skills [2].

Specialists must be good psychologists or at least have a high degree of empathy. This is necessary in order to manage a project that creative individuals are working on. They must be able to find an approach to each performer and to the group as a whole, protect them from overtime and burnout and not let them get lazy. An art manager must be able to find a balance. He must seek a balance between creativity and business. The main task of the art manager is to determine the trade-offs between priceless art and an adequate market price that potential buyers are willing to pay the seller.

An integral part of art management is a constant search and a non-standard approach to solving creative problems. In addition, the main environment for the activity of an art manager is a creative atmosphere and creative people. Thus, the art manager is required not only to be a manager or organizer, but also to be a creative person, to understand the genres of art.

Art managers must constantly learn, seek new knowledge, be ready to change their plans and methods of work. The art market is dynamic and unpredictable, so you should not stand still. A good art manager should love and understand art, know its history, but be able to approach it with the enthusiasm of salespeople. You need to be able to think outside the box, not be afraid of difficulties, be active and modern.

Art management in Belarus and Russia is still at the stage of active development and growth. Often this affects the quality of the art itself. Unfortunately, since the artist must think not only about his work, but also about how to cover basic needs. Very often inspiration and talent are lost due to the fact that people cannot find buyers for their paintings, and then these people are forced to work to earn money.

As a result of their search, it was found out that the art manager in the modern world is no longer the profession of the future. It is rather the profession of the unnoticed present. In developed countries, there are fewer and fewer industries whose representatives would eschew a creative approach to business or the production process. Managing such approaches requires skilled professionals who combine the qualities of a manager and creativity. Therefore, a person who has mastered art management will not have to complain about the lack of demand.

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