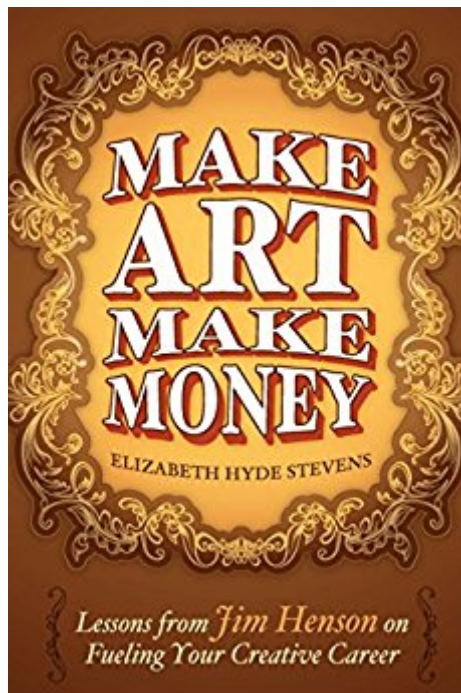


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Make Art Make Money: Lessons From Jim Henson On Fueling Your Creative Career



Synopsis

In our culture, artistic genius and poverty seem inevitably linked, but does it have to be that way? Jim Henson didn't think so. An iconic creator and savvy businessman, Henson is a model for artists everywhere: without sacrificing his creative vision, Henson built an empire of lovable Muppets that continues to educate and inspire—and a business that was worth \$150 million at the time of his death. How did he ever pull it off? And how can other creators follow in his path? In *Make Art Make Money: Lessons from Jim Henson on Fueling Your Creative Career*, journalist and educator Elizabeth Hyde Stevens presents ten principles of Henson's art and business practices that will inspire artists everywhere. Part manifesto, part history, part cultural criticism, part self-help, *Make Art Make Money* is a new kind of business book for creative professionals: a guide for creating and succeeding thanks to lessons from the Muppet Master himself. This book was initially released in episodes as a Kindle Serial. All episodes are now available for immediate download as a complete book.

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Customer Reviews

One of the true joys of readership is encountering a genre totally anew--especially a familiar or an

underestimated one. In *Make Art Make Money*, Elizabeth Stevens delivers a virtuosic double punch: She provides a biography-driven history of Jim Henson's rise to eminency among American wonder-makers in the 1970s, and she reinvents the "self-help" book beautifully. *Make Art Make Money* is a delightful Muppet-fest disguised as a smart book about the gritty how-tos of the business of art. Stevens's voice remains funny without edging into manic hero worship. Her take on Henson's genius is perfectly in tune with our time, somehow never sacrificing history for glibness. This makes the fact that hers is, in many ways, a book about how her hipster/Great-Recession generation can succeed in the business world all the more surprising and enjoying. Via Henson, history becomes fun (and fuzzy); business becomes less intimidating and more creative: Stevens tells us she is offering "ten Muppet lessons" on how to make a buck without sacrificing that aspect of art that makes it art--its quality of gift. Surely, many artists and businesspeople would benefit from meditating upon Kermit for a few hours, but this book will strike a particular chord with those writers, painters, sculptors, designers, puppeteers, etc. who essentially don't want to make money, who view money as a sign of diminishing creative returns. For them especially, Stevens's careful investigation of Henson's leaps from plateau to plateau (commercial toil, nonprofit success, toy production, brand empire, Hollywood) will entail a convincing counter-narrative: Some artist is going to sell your kids toys. Some artist is going to design children's shows.

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