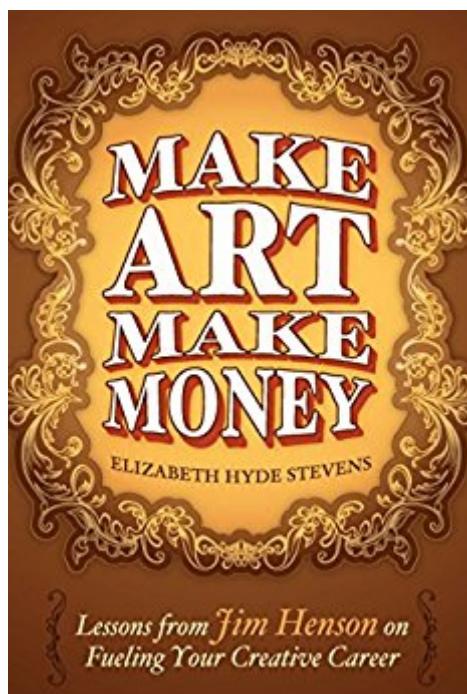


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Make Art Make Money: Lessons From Jim Henson On Fueling Your Creative Career



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

Two competing, discouraging messages dominate the conversation about how to make a living while making art. The first: “Keep your day job.” Do your art on the side (whatever that means) and hope that someday, somehow, something will take off. The second: Rush to monetize whatever it is you do; turn your art into a business. The life of Muppet creator Jim Henson provides an alternative example. The author patiently illustrates the reality of how artists are “different,” why neither of those two mainstream messages work for us. Rather than aiming to earn more money in order to work less, artists ultimately pursue money in order to work more • to fund our projects and to minimize the distractions and time constraints that paid work introduces into our lives. Henson put it front-and-center. He worked hard and constantly. He combined business and friendship. He did not relegate his art to his “free” time or subject it prematurely to a world where its worth was equivalent to its price. Once given life, his characters and creations reflected dual value. To audiences they were priceless gifts; to business men, sources for generating money. Copyrights in hand, Henson could enter the world of business on its own terms without compromising himself. The book will leave you feeling like you can do that, too.

As an avid fan of both the Muppets and their creator Jim Henson, I was keenly curious to read more about the artistic career of the gentle genius. Elizabeth Hyde Stevens did not disappoint me with her in-depth analysis of Jim Henson’s rise to fame with Sesame Street and The Muppet Show. But don’t mistake this book for another mere biography or history, as the focus here is how Henson managed to “sell his art without selling out,” a precarious tightrope that all artists must manage to survive. Henson’s secret seemed to be that he retained OWNERSHIP of his characters up to nearly the very (and regrettably premature) end. This, along with his cautious merchandising (with few exceptions) of these characters provided means for his surprisingly small organization to produce less commercial projects like The Dark Crystal (which I held in reverent awe as even a 12-year old) and The Storyteller. I also enjoyed the author’s comparisons between Walt Disney and Jim Henson. Walt was an avid perfectionist, while Henson was more of an advocate of believability over realism. As an animation instructor, freelance cartoonist and part-time puppeteer, I’ve already highly recommended this valuable resource to my students. Furthermore, I believe it should be required reading for all would-be/could-be freelance artists and performers.

What a delight to read Ms. Steven’s first installment in her series on the life of Jim Henson, entrepreneur! I will certainly be tuning in for the next episode based on this insightful and

meticulously researched introduction into the unseen life of Jim Henson. I love that I grew up with the Muppets and their creator, but have never thought about his life in the context of his struggle and ultimate success in finding a balance between capitalism and creativity. Ms. Stevens reminds us that this iconic artistic genius was also a businessman, in fact started out doing commercials. But he didn't lose his integrity... how did he do that? Well I won't give away too much, except she starts with toys and I want to know more. Is Ms. Hyde Stevens related to Lewis Hyde? She shows the same insightful eloquence as Mr. Hyde in his great book, "The Gift: Creativity and the Artist in the Modern World", and if they are not blood relatives, then they are certainly kindred spirits in laying out the artist's dilemma and posing elegant (and entertaining) solutions. I thank Elizabeth Stevens for her gift to the struggling artist in all of us. We all strive to balance our real world needs with the desire to be unique and creative. I can't wait to read the next episode of this intriguing series.

Smart, insightful, and well-researched. This book is a gift to every creative person who struggles with the money question. I thoroughly enjoyed it. It even led me to delve more into Henson's life and work, which left an inedible impression on me as a writer and entrepreneur.

Not sure that the book is directly about "making money with your art" but more about changing the way an artist's views the corporate/money world in order to have a chance to make money with art. The Author shows us in stories, how Jim Henson's approach to art and money worked to get him where he wanted to go. I am a huge Jim Henson fan-I cried when he died-not something I generally do for celebrities, I think a lot of people felt that way about him as well, so he must have been doing something very right

What an inspiring read! It was great to see how one of my heroes handled the challenges of making the art you love while also not starving.

I loved this book! I know there are other books about Jim Henson, but this one targeted how to be successful with art, since business often interferes with creativity. Henson knew what his goals were and worked at keeping them always in sight. I feel like I want to re-read it, but just finished it a few days ago.

Great book about Jim Henson's life in puppetry. Great story and motivating book. Really a biography of Jim Henson and his business and how he got to where he was and became successful

all while still following his vision and living his dream, though at some sacrifice to his family. I still think about parts of this book and I finished reading it weeks ago. I passed it on to a friend who also loves it.

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