

Career Quest NY: Blog Post

## **GW Career Quest: Paving the Path to a Future in the Arts**

**By Laylaa Randera**

I believe in the importance of the arts being part of the larger community—whether it be local or global. I also realize that it takes human connections and highly motivated individuals to come together and make this happen.

By focusing on resources and opportunities that actually matter, and supporting them with our clicks, shares, and investment, we will move the industry in the right direction. Now more than ever, we need artists to organize and be change agents. But is it possible to exist as such, and still find a way to make a living, to survive?

And clearly there must be a way. Many artists live successfully. As an emerging artist it can be a weary, tedious process getting to a place of security. And it often takes a village to support the pursuits of the artist. I agree with the sentiments of Cara Ober, that “a viable art career is built upon relationships, trust, research, and hard work. All of this takes time.”

Eva Price, a The George Washington University alumni, shared her words of wisdom about the New York theater industry with us. Although Price started off in the media world, she decided to follow her passion and founded [Maximum Entertainment Productions](#), whose purpose is to provide support, development, financing, and production in all areas of entertainment. She made us aware that failure is an essential aspect to success. And in order to experience the highs, you have to flow through the lows. Price exudes an intuitive nature and deep, profound creativity.

“The art industry understands the need for new blood,” said Price. “You never know who’s going to have the next great project.” Price encouraged the group to maintain optimistic about the journey ahead, always have an open-minded attitude, and be patient yet aggressive. And not be afraid to reach out to anyone for a coffee date.

Time is essential to the blooming of any project, career, vision. It takes time to firstly figure out what your work is about, and not the airy-fairy broad topics and themes, but the inner workings of your consciousness being made manifest—what it is you’re actually passionate about as an artist. And then how it fits into the industry. Or whether it fits into the industry at all. Then the money element comes in. These steps don’t serve as a guide, and may be flipped and adjusted as thought fit.

I do believe that class is a major influencer of the way we are able to operate in the economic art, shark-tank. Although invisible, it is the hand that lifts the artist up or smacks them right back down the ladder.

Humans need basic resources to survive, and if it's a constant hustle, it loses its worth, much as the numbers indicate: "studio arts majors were among the top 10 majors with the lowest median earnings, highest unemployment rates, highest incidence of part-time work, and lowest average earnings boost from a graduate degree." Although, the hustle has taught me to interact and excel in the art industry.

I've come to realize that there are different avenues one can take to becoming financially stable and resourceful. There is hope in the mayhem. And I think it comes with understanding the systematic functions of this liberal-leaning industry. If you want to be a player in the game, you've got to learn the rules of the game, and either create or become a part of the path that best suits you. GW Career Quest provided me with quite a few of these lessons.