

# Artist As Brand

Exploiting the image of an artist, and the notion of fine art, to create a brand. It is troubling to me that the image of the artist has transcended the work itself.

This has always been evident in movies, books and music - but now the realm of fine art is now being marketed by the Artist, and not the work. I site [www.elliottgrey.com](http://www.elliottgrey.com) as the culprit of this new movement. It's an interesting marketing approach, but it really makes me question what the hell is going on with our world. Could you imagine if picasso fronted all of his work - or maybe he does?

So, my question to the forum is - should the person overshadow their work in the arts?

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