

**Chapter 18 Visual Merchandising and Display
Career Chatroom Career Profile**

**Beverly Solomon
Creative Director, musee-solomon**

Q What do you do at work?

A I am creative director of the art and cultural center, musee-solomon, which houses the studio and collection of my husband—internationally recognized artist Pablo Solomon. I am responsible for marketing and selling his art. This consists of building his name recognition, setting up art shows and gallery exhibits, interacting with galleries and collectors, and arranging for shipping of sold art. In the art business, marketing is as important as artistic creativity.

Q What was your first job in marketing?

A I started my career as a model and in high school worked in an upscale department store. Then, I moved into sales and marketing for Diane von Furstenberg. After years of being in sales and marketing for Revlon and Ralph Lauren, I decided to use my skills and experience to market my husband's art to the point that he is recognized around the world in books, magazines, newspapers, TV, radio, and even a film. Of course all of this name recognition has resulted in his art selling for top dollar. I loved working in the fashion industry, but I love working for myself even more.

Q What skills are most important to you?

A Marketing depends on creativity and people skills. You must be able to work well with clients *and* come up with creative and budget-oriented promotions. Create an image for your client's products or services and build on that image. The key to marketing anything is to build name recognition and to convince the consumer your client's products and services are top quality and value.

Q What is your key to success?

A I have always had a clear vision of what I wanted to do. I was willing to work hard, and stay disciplined and focused to achieve success. Of course, I am thankful that I had the opportunities available to me that allowed me to fulfill my goals.