ARTIST or ENTREPRENEUR?
Motivations for Colonization

- Religious freedom
- Health and mortality
- Quest for wealth which led to entrepreneurship
- Issues in England
  - Overpopulation in some areas
  - Lack of work
  - Devaluing of “real wages”

<table>
<thead>
<tr>
<th>Year</th>
<th>Pounds of Sterling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1500</td>
<td>100</td>
</tr>
<tr>
<td>1550</td>
<td>50</td>
</tr>
<tr>
<td>1600</td>
<td>40</td>
</tr>
<tr>
<td>1650</td>
<td>38</td>
</tr>
<tr>
<td>1700</td>
<td>55</td>
</tr>
</tbody>
</table>
Origins of the word “entrepreneur”

- The word entrepreneur comes from the 13th century French verb entreprendre, meaning “to do something or to undertake”
- By the 16th century, the noun entrepreneur, had emerged to refer to someone who undertakes a business venture
- The first academic usage of the term was by economist Richard Cantillon in 1730. For Cantillon, the bearing of risk “engaging in business without an assurance of the profits that will be derived” is the distinguishing feature
- The term was further popularized by economist Jean-Baptiste Say, who in the early 1800s, used the term to refer to individuals who create value in an economy by moving resources out of areas of low productivity and into areas of higher productivity and greater yield.
<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction from taking a risk and becoming a success</td>
<td>Total responsibility for the business</td>
</tr>
<tr>
<td>Showing expertise</td>
<td>Long hours</td>
</tr>
<tr>
<td>Profit</td>
<td>Financial risks</td>
</tr>
</tbody>
</table>
What were some of the obstacles individuals faced when entering the “World of Art”?

- Money
- Talent
- Contacts
- Competition from “old master paintings”
- Lack of parental / family support
- Availability of supplies
What did an artist who also wanted to be an entrepreneur need?

- Well-connected patrons
- Formal and informal relationships with many other artists
- Innovative mind and talented hands
- Need to discover new audiences to satisfy
- Recognition of changing art forms and fashions
- A concern about censorship, taxation and war
What opportunities did artists seek or invite?

- Be supported by a wealthy patron
- Use their own home for the functions of a workshop, exhibition space and retail outlet
  - “Location, location, location”
  - Exterior and interior are appealing and inviting
- Reputation and “word of mouth”
- Publishing prints after the portraits
- Reciprocal business from other craftsman
- Painting tour
- Lessons to private students and apprentices that paid well
- Connections - clubs, associations and philanthropic societies
Who composes their “market”?

- Traditional patron
- Government supporters
- Decorators
- Auctions / Auction houses
- Print trade

Artists would typically increase prices in order to ease demand.
What is Paul Revere most remembered for?

This portrait, an idealized view of labor consistent with the democratic ideals of the New World, depicts Paul Revere as a working craftsman. At the time of this portrait Revere was a successful silversmith—not an American hero. Still, Copley captured the heroic qualities of physical strength, moral certainty, and intelligence that allowed Revere to play a pivotal role in American history.
Paul Revere (1734-1818)

Early Years

- At 19, his father died and he became the main source of income for his family since he was the oldest son and apprenticing under his father
- He inherited his father’s goldsmith and silversmith shop in Dock Square (currently Faneuil Hall)
- His earliest maker's mark was the same as his father's, and evidence suggests that they shared patterns for casting handles and other parts
Paul Revere (1734-1818)

Businessman

- His silver shop was the cornerstone of his professional life
- He trained apprentices and employed journeyman silversmiths
- As the master of the shop he was responsible for both the workmanship and the quality of the metal
Paul Revere (1734-1818)
Best Known for...
Shiny silver teapots—of different sizes and shapes—reflect the economic climate and political upheaval taking place in the United States during the time of their production. Once reserved for the 17th-century well to-do, silver wares became available to a larger audience with the opening of silver mines in the West and technological advancements such as electroplating and industrialization.
Paul Revere (1734-1818)

Why would a businessman place an ad stating he is moving his business?

Does this advertisement lead you to believe he may be an entrepreneur?

What else does the advertisement make the reader aware of?

This ad appeared in the June 6, 1787 issue of the *Massachusetts Centinel*. It indicates that Revere's shop moved from Dock-Square to No. 50, Cornhill. It also promotes Revere's hardware items and silver work.
Paul Revere (1734-1818)

Later Years

- Also turned to various other skills—designing, engraving, printing, bell founding, and dentistry.
- His shrewdness in other enterprises, particularly the establishment of a copper-rolling and brass-casting foundry at Canton, helped to make his later years very prosperous.
- By 1788 he had opened an iron and brass foundry in Boston's North End.
- The copper works he founded in 1801 eventually grew, through sale and corporate merger, into a large national corporation, Revere Copper and Brass, Inc.
Who is John Singleton Copley?
John Singleton Copley (1738-1815)

Early Years

- Mother owned a tobacco shop on Long Wharf in Boston
- Step-father was Peter Pelham; a London-trained artist widely known for his portrait painting and mezzotint engraving
- Peter Pelham introduced his stepson John to art so he served as his apprentice for a brief time
- Pelham died when Copley was only 13 but he continued to pursue the artistic trade
When asked to go to Canada to paint, he responded "I should receive a singular pleasure in excepting, if my Business was anyways slack, but it is so far otherwise that I have a large Room full of Pictures unfinished, which would ingage me these twelve months if I did not begin any others"

The income which Copley earned by painting in the 1760s was extraordinary for his town and time. It had promoted the son of a needy tobacconist into the local aristocracy
Copley had an extraordinary talent for recording the physical characteristics of his subjects. This skill made him the foremost colonial artist in America. They reach beyond documentation to depict his subjects’ personality, profession, and social position.
<table>
<thead>
<tr>
<th>Mrs. John Murray</th>
<th>Mrs. John Amory</th>
<th>Mrs. Daniel Hubbard</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Mrs. John Murray" /></td>
<td><img src="image2" alt="Mrs. John Amory" /></td>
<td><img src="image3" alt="Mrs. Daniel Hubbard" /></td>
</tr>
</tbody>
</table>

*courtesy of www.johnsingletoncopey.org*
John Singleton Copley (1738-1815)

London bound...

- He sailed alone, without his family, clearly intending, as soon as the troubles were over, to return to his flourishing practice as America’s leading portrait painter.
- Copley arrived in London in July 1774 but did not stay long; he travels and paints throughout Europe but keeps London as his new home where his family soon joins him.
John Singleton Copley (1738-1815)

Later Years

- Physical ailments, mental issues and trying to maintain a high standard of living left him in debt
- He bewailed the loss of his Boston property for both emotional and financial reasons
- Was increasingly alienated from both colleagues and connoisseurs because of his vindictive personality
- He died, leaving his wife in debt, after producing over 350 works of art
All of us see a copy of a portrait that Gilbert Stuart did at least once a day if not multiple times.

Where do we see it?
Gilbert Stuart's unfinished 1796 painting of George Washington, also known as *The Athenaeum*, is his most celebrated and famous work and is at the MFA in Boston.
Gilbert Stuart (1755-1828)

Early Years

- Born in Rhode Island and starts to paint at an early age
- Apprentices first in Scotland but returns within a short time when his mentor dies and he cannot support himself as an artist
- Like Copley, he leaves for England in 1775 before the Revolutionary War and apprentices under Benjamin West and becomes more successful
Gilbert Stuart (1755-1828)

Businessman –
England and Ireland

- Although successful in England, Stuart was habitually neglectful of finances and was in danger of being sent to debtors’ prison
- In 1787 he flees to Dublin and becomes successful there but also accumulates massive debt and then returns to the colonies

Does an entrepreneur need to know how to handle financial matters?

If not, what happens?
Gilbert Stuart (1755–1828)

Businessman –
United States

- Opens a studio near Philadelphia and Stuart paints George Washington in a series of iconic portraits, each of them leading in turn to a demand for copies and keeping Stuart busy and highly paid for years.
- Stuart moved to Boston in 1805, continuing in critical acclaim and financial troubles.
- Stuart was known for working without the aid of sketches, beginning directly upon the canvas which was very unusual for the time period.
Another celebrated image of Washington is the Lansdowne portrait, a large portrait with one version hanging in the East Room of the White House.
Gilbert Stuart  
(1755-1828)

Later Years

- In 1824 he suffered a stroke, which left him partially paralyzed but he continues to paint for two years
- As Stuart left his family deeply in debt, his wife and daughters were unable to purchase a grave site and he is buried in an unmarked grave which was purchased cheaply from a local carpenter

When an entrepreneur can not accumulate and handle wealth, are they truly an entrepreneur?
Several chapters ago we discussed, Samuel McIntire.

Who remembers where he is from and what he is best known for?
Samuel McIntire (1757-1811)

Early Years

- Samuel and his brothers began their careers as housewrights and carpenters while in their teens which they learned from their father
- He grew into the practice of architecture which he taught himself from books
- McIntire combined elements from European architectural pattern books with a traditional New England aesthetic to create a surpassingly beautiful version of the Federal style

Why do true entrepreneurs need to create something different?
Famous works by McIntire...
• This day," wrote Salem diarist William Bentley on hearing of McIntire's death, "Salem is deprived of one of the most ingenious men it had in it."

• Memory of Mr. Samuel McIntyre who died Feb. 6, 1811, Æt. 54. He was distinguished for Genius in Architecture, Sculpture, and Musick: Modest and sweet Manners rendered him pleasing: Industry, and Integrity respectable: He professed the Religion of Jesus in his entrance on manly life; and proved its excellence by virtuous Principle and unblemished od entrepreneur?
Frank Lloyd Wright?
Frank Lloyd Wright (1867-1959)

Early Years

- Became a “boy” with a dream when he spent summers at his uncles farm
- Studied civil engineering at University of Wisconsin
- Goes to work for Louis Sullivan and Wright adapts Sullivan's maxim "Form Follows Function" to his own revised theory of "Form and Function Are One." It was Sullivan's belief that American Architecture should be based on American function, not European traditions, a theory which Wright later developed further.
Frank Lloyd Wright (1867-1959)

- Wright's early houses had a style all their own, mimicking that of a horizontal plane, with no basements or attics
- His simplistic houses served as an inspiration to the Prairie School, a name given to a group of architects whose style was indigenous of midwestern architecture.
- He proclaimed that shapes found in the environment should be not only integrated, but should become the basis of American architecture.
Famous works by Wright...
Frank Lloyd Wright (1867-1959)

Later Years

- By the time of his death, he had become internationally recognized for his innovative building style and contemporary designs
- He had created 1,141 designs, of which 532 were completed
- His name became synonymous with great design, not only because of the form of his designs, but also because of the function
- He showed not just what to live in, but more importantly he influenced the very nature of how we live

Are these characteristics representative of an entrepreneur?
Frank Lloyd Wright (1869-1959)

Students will view scenes from this film (160 minutes total) and it will be recommended that they take notes.
Long canvas is attached to two cylinders and is slowly unreeled in order to simulate a journey that was usually made on water.
Panorama of a Whaling Voyage by Thomas F. Davidson c. 1860

Davidson was a carriage painter in Salem, where he showed his portable panorama outdoors in the wooden "stage" that it retains even today.
As the images scrolled past the miniature proscenium, the panorama's narrative format conveyed the multidimensional character of a whaler's life in ways that a conventionally painted ship portrait does not.
How is the “panorama presenter” also an entrepreneur?