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For Immediate Release:

***Persist* examines artists' predicament and offers inspiration to carry on**

For nearly 40 years Peter Clothier has been fascinated with the phenomenon of the artist - whatever the discipline - who manages to persist in pursuit of the mission despite myriad obstacles and discouragements. In a culture that tends to reward celebrity and prior success rather than traditional creative values like skill, dedication, and depth, it's difficult, if not impossible, for tens of thousands of creative individuals to get even a smattering of recognition for their work.

"It's a particularly difficult time not just for artists," said Clothier. "We are all caught in the same predicament. As a society, we have come more and more to worship money and celebrity." As a writer, he, too has "struggled with this predicament."

In his most recent book *Persist: In Praise of the Creative Spirit in a World Gone Mad with Commerce* Clothier offers a series of essays spanning 30-odd years of shifting thought and observation of the art world.

Persist is intended to provide solace, even a kind of healing, for the many who find themselves caught in the predicament it describes. More importantly it offers inspiration to persist in the work, despite all obstacles.

Clothier's prior publications include two novels, two books of poetry and a monograph on the British artist David Hockney, along with scores of articles and reviews on art and books in national journals. His memoir, *While I Am Not Afraid: Secrets of a Man's Heart*, has been widely praised as the authentic story of one man's path to personal integrity. Having served as an educator and an art school dean variously at the University of Southern California, Otis Art Institute and Loyola Marymount University, Clothier left academia many years ago to devote himself full time to his writing. A student of the dharma who follows a daily meditation practice, he is the author of the online weblog, "The Buddha Diaries"; his political passions find their outlet in his regular contributions to The Huffington Post.

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