

14 South Artists March 2011 educational portion of meeting.

Topic: Writing an Artist's Statement

By Ann Miller

What to say most of us create instinctively but putting it into words is something you have to think about in order to educate others about what it is you do.

How to say it (the right/write words attract attention) see handouts
In what format (presentation attracts attention) do you want to use the standard 8 ½ x 11 single page or a card format. Page layout: portrait or landscape?
Do you want to include a photo or yourself or your work within the page?

Review read it out loud. Have someone else read it.

Recreate Tailor it to each situation (just like you edit/crop photos....as needed)
You might say things slightly differently for a gallery, show, a publication.

Edit (and edit again....have others read it)

Done (just like when we create our art we are always making decisions about when is it finished?)

**Just as we learned when talking about doing art shows: getting out and looking at other people's displays, pick up artists statements.

Some catch phrases to guide the process:

Easy does it.... EDIT. don't make it harder than it has to be. Writing about your art is different than creating it but it can be fun. Just think how excited you are when you have a new idea for your art...your enthusiasm can come across in your statement as well. Most of you have been embracing your art form for a long time so let that come across too.

Edit for different venues, ex. You might have one statement for applying to a gallery, one for shows or membership into organizations like ours, one for newspapers or magazines, one very brief, for part of your display or signage at shows.

Less is more. Decide what is important and if it reads well.

It's all in the details. The statement is part of the many things you do to present yourself.

Every life has a story....but not in an artists statement nor a Bio, nor a resume. Need not go as far back at grade school and this is not an autobiography!

No matter which one you are creating keep it to one page.

A **resume** is a listing format when applying for a job, listing experience, qualifications, etc.

A **Bio.** or Artist's Profile also lists things, accomplishments, awards, shows, art groups, etc.

An **Artist's Statement** is you describing your art...it is more narrative or essay if you will. It is as unique as you are and can be inspiring just like your art. Don't forget the 14 South Artists web site wants you to be featured...and your artist's statement is the perfect place for that.

Additional info. And what was handed out and used as examples during this presentation....How To Write an Artist's Statement.

- ART BUSINESS news magazine (possibly free if you have an artist business name)

Has great examples in every issue of Artist Statements

Subscriptions

636 282 2410

sub@artbusinessnews.com

Art Business News

Attn: Circulation Department

1243 Water Tower Place, PMB 317

Arnold, MO 63010

- On the Web

*****Read***** <http://www.docstoc.com/docs/6396931/Writing-Your-Artists-Resume>

She has the word resume in the title of this article however it is an excellent article about an Artist's BIO which is as essential but *different* from an artist's statement.

- <http://valeriekent.fineartstudioonline.com/articledetail/830>

Great list of thought provoking questions that help you to write your statement