

GUIDELINE FOR CREATING AN ARTIST STATEMENT

Your brief artist statement is an opportunity for you, as an artist, to talk about your work without having to be present.

Size: Unless requested by the dealer, a standard marketing statement should be no more than 200 - 300 words using Times New Roman font, size 12

Write your statement using "first person" tense. Use "I" statements and not "you" statements. Do not tell the reader how to react or what to think about your work, rather give them a basic introduction to why you do what you do and what you think or feel when you create. Keep your sentences concise and to the point.

Potential sentence starters:

- I enjoy the process of...
- My work deals with...
- I am fascinated with...
- The purpose behind my work is...
- I like the idea that...
- I am exploring the...
- When I begin a piece I...

Avoid using excessive amounts of technical terms that someone without art training will not understand. Use common, everyday language and if you must use technical terms, make sure you explain them.

Avoid comparing yourself, your work to that of another artist.

Suggested questions to stimulate the content of your artist statement:

- 1- When did you first begin creating your craft?
- 2- Who or what influenced you?
- 3- What is the motivation behind the craft you create?
- 4- What materials do you use?
- 5- What is your inspiration?
- 6- Are you trying to convey a message through your craft?
- 7- Do you utilize a special process or technique?
- 8- What, if any, formal/informal training have you had?
- 9- Why are you making your craft? (love, economics, heritage)
- 10- What are your goals and/or aspirations regarding your craft?

Artist statements that read like a resume are generally not usable in a marketing framework by a representing dealer, gallery or retailer. Try whenever possible to write bearing in mind the potential patron who is interested in your work. Entice them with your knowledge, skill & experience by making your statement interesting and unique.