

How to: Writing an Artist Statement

Writing an Artist's Statement by Ariane Goodwin

Just for FUN:
<http://www.playdamage.org/market-o-matic/>

check these websites out for tips

An artist's statement is a good marketing tool <http://www.eciad.bc.ca/wc/artstate.htm>

To begin, gather the necessary raw materials:

A spiral notebook (if you like lined paper), or a folder (if you like unlined typing paper), or a beautifully bound leather journal encrusted with jewels; they all work equally well.

A favorite writing implement (pen, pencil, magic marker or keyboard), one that lets your hand, and thus words, flow across the page.

A timer (for two- and three-minute writing exercises).

Uninterrupted time (two hours is good).

Warming Up

Timed writing exercises are wonderful for warming up. Writing fast eliminates cautious thought (a creativity killer), reduces internal censorship and trims away excess, pushing us to center on what is essential. Treat it like a game, where you are trying to beat the clock. The great thing about writing is that, you can scrap (crumple up the paper or hit the delete key) awkward first efforts and start again. Nothing is lost, and your writing "muscle" grows stronger with each mistake.

Set your timer for three minutes.

Then, without thinking about spelling, grammar, punctuation or your Aunt Martha, tell a friend about your work. Work as quickly as is comfortable.

When the timer goes off, stop. You probably will not be able to resist reading what you wrote, but absolutely do not erase, edit or do anything else to change it.

Put it in the back of your writing folder; or if you are using a journal, turn the page and fasten it with a paper clip; or if using a word processor, save the file. What is important here is that you wrote, not what you wrote.

The Product

Your ability to write an artist's statement will improve with practice. Just as your work grows and changes, so will your artist's statement.

An artist's statement is not a résumé, a historical summary of your work, a critique or a list of accomplishments. An artist's statement is a celebration of your work, a reflection on your work, a personal revelation about your work, a psychological bridge between you and your audience, and an effective marketing tool.

To write an artist's statement, you will need to tap into the natural language of your mind, for you and only you can tell what and how and why you do the work you do.

One way to capture these words about your work is to overcome any self-consciousness that pops up when you try to write about yourself. Timed writing exercises are perfect for this. At the same time, they should give you an abundance of fresh words from which to choose for your statement.

to read the entire article:

<http://www.ceramicsmonthly.org/mustreads/artist.asp>

In three to five paragraphs of three to five sentences each, provide basic information like WHY YOU MAKE YOUR ART, HOW YOU MAKE IT, WHAT IT'S MADE OUT OF, and perhaps briefly, WHAT YOUR ART MEANS TO YOU. Don't bog readers down, but rather entice them to want to know more. As with any good first impression, your statement should hook and invite further inquiry, like a really good story is about to be told. Give too little, not too much.

<http://www.artbusiness.com/artstate.html>