

FAQ

Q: Why do I have to write an Artist's Statement?

The Artist's statement is a marketing tool used by professional visual artists and craftspeople as well as musicians, dancers, performers and writers. An Artist's Statement is helpful in giving the viewer or potential buyer important information about the artist and the artwork she/he produces.

Wikipedia says:

An **artist's statement** is an artist's written description of her/his work. The brief verbal representation is for, and in support of, his or her own work to give the viewer understanding. As such it aims to inform, connect with an art context, and present the basis for the work; **it is therefore didactic, descriptive, or reflective in nature.** The artist's text intends to explain, justify, extend, and/or contextualize his or her body of work. It places or attempts to place the work in relationship to art history and theory, the art world and the times. Further, the statement serves to show that the artist is conscious of their intentions, aware of their practice and its position within art parameters and of the discourse surrounding it. Therefore not only does it describe and place, but it indicates the level of the artist's own comprehension of their field and making.

More simply: **Tell us about your work. Tell us *what, how, and why you do what you do.*** Your Artist's Statement **might** provide information such as:

- + Why you make your art....
- + What inspires you to make it....
- + What your work signifies or represents....
- + What is unique or special about how you make it....
- + How your work relates to other artwork, past or present....

Don't bog readers down, but rather entice them to want to know more. Give too little, not too much.

Your Artist's Statement for this show should be a short one- about 100-150 words please.

Search online for examples of Artist's Statements or look in our latest Art Magazine for a 'How To...'