

Artist's statement.

Who are you? This should cover where you are from and your educational background.

What is it that you do?

How do you do it/what is it made of?

What context do you work in?

Why do you do it?

Is there a concept underpinning the work/

Why is the work important?

It is important when writing your statement that it appeals to a broad an audience as possible. The statement should be written in language that is accessible to all types of audiences, but as your work will also viewed by professionals you may wish to use relevant contemporary art language. It is important that your statement clearly describes complex creative ideas, but do avoid broad obscure references. Try to avoid any negative comments in your statement as this will create certain expectations in the reader. In order to keep the reader interested, keep the statement to three/five paragraphs and maximum five lines per paragraph.

It can be helpful to create an artist's statement notebook, and once a week allocate 2-3 hours to write about your practice in this book. If you meet other fellow artists and discuss their respective practices with them, it may be helpful to use a Dictaphone to record the conversations (with their permission of course!). This may give you some ideas when it comes to writing your statement. It may be worthwhile to visit the websites of galleries that represent artists whose work you admire, and read the statements of these particular artists. You will find that the galleries represent other artists with similar work and you may find it helpful to read their statements also.