



## **SKILLS Q&A**

### **Q. HOW DO I WRITE AN ARTIST'S STATEMENT? WHY ARE THEY IMPORTANT?**

**A.** As a professional artist your artist statement is essential. It represents a basic introduction to your art. Just about all artists want as many people as possible to appreciate their art. A good artists statement works toward this end.

- Write your statement in a language that anyone can understand.
- Make it personal, make it conversational, but not colloquial.
- Tell what your art is about, what it signifies, what inspired it, or what you intend for it to communicate.
  - Why you make your art.
  - What inspires you to make it.
  - What it signifies or represents.
  - How you make it.
  - What it is made out of.
  - What it means to you.
- Be brief. Half a page is enough with two or three paragraphs.
- Be specific not vague. Keep your artists statement clear and to the point.
- Appeal to viewers; get them involved with what you are doing. Give them reasons to care. You know what is in it for you; what's in it for them?
- Avoid complex explanations, obscure references and artspeak.
- Try not to categorize your work or compare yourself to other artists or art movements. Leave that task for the critics.

Before you go public with your artist statement seek feedback from others. Your job is to hold reader's attention without being confusing or boring and you want to give them a chance to understand and enjoy your art.