



ARTIST STATEMENT

MRS. HARRELL

ART III

ARTIST'S STATEMENT #1

The Artist's Statement is a marketing tool used by professional artists and craftspeople that is very helpful in giving the viewer/potential buyer important information about the artist and the artwork they produce. "As any craftsperson or avid collector will attest, there is something truly special about buying a piece of art that was carefully crafted by human hands. But being invited into the artist's psyche, learning more about the work and its creator can make the experience even more remarkable."
The Crafts Report, November, 1997.

Artists' statements are relatively new to contemporary craft and art. In the past the artist's work tended to speak for itself. However, since the 1980's, when the crafts field started to become driven the the "business end" of things, artists' statements began to surface more and more. As the retailer or gallery owner became more sophisticated and aware of the value of the added information and how it affected the public's purchasing choices, the statement began to have a direct link to the selling process. It is thought that as much as 30 percent of the consumer's decision-making process when contemplating a purchase can be affected by information contained in this "marketing tool".

ASSUME YOU ARE A PROFESSIONAL ARTIST AND A GALLERY THAT REPRESENTS YOUR WORK HAS ASKED FOR A PERSONAL ARTIST'S STATEMENT ABOUT YOUR WORK. REMEMBER THIS AN IMPORTANT MARKETING TOOL, ONE THAT WILL BE AN IMPORTANT FACTOR IN SELLING YOUR WORK. BE CREATIVE AND INVENTIVE--TRY TO INCORPORATE INFORMATION THAT YOU THINK WOULD INFLUENCE AN ART PATRON YOU TO ADD THIS WORK TO THEIR COLLECTION.

What should an Artist's Statement include? The "who, what, when, why and how" concept is a good place to start. Give some information about your background, where you studied (you may have to assume you have had more advanced training that you actually have had at this point), and why you choose this medium to express yourself artistically. Sit in a quiet place and write or record the essence of why you love making art.

- Write in the first person (I).
- Remember you are giving away a piece of your life when you sell your art. People want some intimate details about that life. Passionately conveyed information brings the buyer closer to you and your work. Very often, the creative process (what was the thought process behind producing this work/) itself is of great interest to the consumer.
- Your goal is to spotlight yourself in a way that sets you apart from other artists. State what makes your work more special than other art that is on the market. What are you trying to convey through your art to the audience who is viewing your work?