

Thea Fotiu Howell, The Artist's Concierge

Your Creative Business Just Got Busier

theartistsconcierge.com



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The Art Business 3-Pack:

**A Reference Guide to Understanding
Your Artist Statement, Artist Biography, and Artist CV**

The Artist Statement

The Story of What You Create

The Artist Biography

The Story of Your Person

The Artist CV

The Story of Your Experiences

The Artist Statement

The Story of What You Create

Through the Artist Statement, you can explain how your work is made and the materials used, along with your ideas and intentions. If your work involves complex ideas, or your thought process is complex, pay close attention to the goal of making it easy to understand. Written from your point of view, the goal with your Artist Statement is to bring the viewer closer to a place of clarity and to accurately, and factually explain:

WHAT it is you make
HOW you make it it
WHY you make it

While it's great to apply art terms that are important and mean something in the explanation of your work, not all of your readers share in the same knowledge of art. Putting out too much complexity will only lose people. Have an art term that's important to your work? Go ahead and use it, just be sure to describe terms and ideas (so long as they are crucial to understanding your work).

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Overview:

- ❖ Written in the 1st person
- ❖ Artist Statements are about 150-200 words
- ❖ They are used in galleries, applications, and submissions, quotes, and on websites
- ❖ **They are about WHAT you make:** what type of art product do you make and how do you describe it?
- ❖ **They are about HOW you make it:** what is your artistic processes (what tools and actions do you use to make your art, and perhaps including how you arrive at the concept or ideas)?
- ❖ **It's about WHY you make it:** what are your influences or desired expressions, and any purpose for your art product?

The Artist Biography

The Story of Your Person

Your biography provides an interesting look into your past, present, and (optionally) any future plans you may have. It allows the reader to learn about the most interesting and engaging parts of your work and life and to make important connections between the two. It may include major achievements, ideas, plans, creative process, and influences. Avoid listing all of your educational experiences, the various places that you've lived and their sequential order unless it is part of an important story being told through your biography. Focus on one or two things that matter to the person you are today. A specific situation or circumstance can be an interesting story/ biography focus and allow enough excitement, symbolism, and representation that the reader can arrive at an understanding of you, but also want to inquire about more of you. Do not make your biography a recount of your education and work experiences -- save that for your CV. Do not make your biography about your artwork -- save that for your Artist Statement.

You can include influences that have helped to shape your ideas or growth or that have contributed to your success.

A biography should contain factual, non-opinionated information about a person. Avoid abstract terms like "greatest" and "best" to describe yourself or your achievements. Over-inflating a skill or an experience can and will have adverse affects.

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Overview:

- ❖ Written in the 3rd person
- ❖ May be used in gallery applications, submissions, quoted in interviews, press releases, and listed on websites
- ❖ A biography will be 200-600 words
- ❖ A biography is a helpful tool for submissions, online galleries, websites, interviews, and exhibition materials
- ❖ It can include something special or unique to the person like a relevant quote, a viewpoint, or interesting experience

The Artist CV

The Story of Your Experiences

An Artist CV (or curriculum vitae) is a listing of your accomplishments and experiences, much like a resume. It's an important tool in communicating items that are both too lengthy and distracting to include in a biography- therefore the Artist CV is an important piece of writing to accompany a biography.

Format examples by type of section:

Education:

Name of school, Degree achieved, Year achieved

Shows:

2018- Gallery Name, "Name of Exhibition," Name of City, State, Country

Collections:

Artwork Title. Name of Location, City, State, Status, Year Acquired

Publications:

"Title of Article." *Title of Publication.* Volume number and publication date.
Page(s) of article.

Awards:

Title of Award. Place(1st/2nd/etc)Category. Awarding Organization.Year

Memberships/Affiliations:

Member of the Following Organizations:

Group Name, Year Joined,
Affiliation Name, Status/Position/Title

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Overview:

- ❖ Lists your accomplishments and experiences. Sections can include (all that apply): Education, Awards, Shows, Events, Public/Private Collections, Publications, and Achievements. Collections will include both institutions (museums and schools) and public places (coffee houses and gov't offices), where your work is held. Private collections consist of work in the home of a buyer, for example.
- ❖ Include a personal section at the top which lists your name and your contact information.
- ❖ May be used in applications to shows and for employment opportunities, submissions, press releases, and listed on websites
- ❖ May be 1-3 pages in length
- ❖ May appear on a website in the form of a page listing, PDF, or both. Consider that a PDF makes it easier to print off or to save as a file.
- ❖ Update it regularly as your experiences increase
- ❖ Formatted in bullets and uses short phrases

**For more information, business support, and writing services for
an Artist Statement, Artist Biography, and Artist CV,**

please visit:

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