

Writing an Artist Statement Worksheet



Art Sales Lab

ArtBugle.com/ArtSalesLab

What is an artist's statement?

If you are serious about building your art brand, an artist statement is essential. Think of your artist statement as your “elevator pitch.” The primary purpose of an artist statement should be to arouse interest in your art and process. An artist statement defines you and your connection to your art -- why you create, how you create, which mediums you use, how you hope your art will appeal to others and what makes you different. A well-crafted and well-versed artist statement can give you the confidence to effectively present yourself as an artist both in print, online, and in personal conversations.

An artist statement may need to be altered based on usage. For example, an artist statement for a specific project or work in a gallery will also include specific details about the work, such as a description of its physical and visual elements, as well as what inspired you to create it in the first place. While a general artist statement on a website may be more general and cover your art philosophy and approach more generally.

It's also important to know that your artist statement is not the same as your biography. Your artist bio should be more factual and include detailed information like how long you've been creating, your history and experiences, influences, and accolades. Your artist statement should communicate your ideas, philosophies, and concepts about your work.

How long should an artist's statement be?

An artist statement should not be long and may vary in length, depending on where it's being used. For example, you may have a longer statement if you are presenting it on your website versus as a statement associated with an exhibit at a gallery. As a rule of thumb, you should try to keep your artist statement between 100 and 300 words.

Dos & Don'ts to Writing an Artist Statement

DO strive to connect to your reader by creating a strong and compelling statement

DO be brief-- Keep your writing simple, clear, and on-point to appeal to a larger audience.

DO make sure you hook your reader with a catchy first sentence.

DO write your artist statement in the first person. Use words like "I" and "My".

DON'T try to impress the reader with flowery vocabulary or art industry jargon

DON'T mention other artists in your artist statement. It's about you!

DON'T instruct readers on how to feel, respond, or otherwise relate to your art.

DON'T sell or promote.

Artist Statement Worksheet

Brainstorming Exercise

The following are prompts to get you thinking and generating content for your artist statement. Spend ten to fifteen minutes to quickly go through these prompts. Jot down what comes to mind without too much thought. These can be used as a basis for your final statement.

What is your personal philosophy on creating art?

What inspires you to create art?

What inspired you to become an artist?

What medium and materials do you use to create your art? Why?

In what art form do you specialize?

What do I like about the process?

Artist Statement Prompts

Use these prompts and your answers to the questions in this guide to complete your artist statement.

Artist Statement Framework #1

_____ (artist name) is a _____ (class of artist: specializations, disciplines) artist, working with _____ (medium(s)). His/Her work _____ (does what? Inspires what?)

_____’s (artist name) interests are derived from _____ (background and /or experiene. He/She has been influenced by _____ (What in your life/career has had an impact or influence on your art).

_____’s (artist name) distinctive style incorporates _____ (what do you paint? Subject matter? Technique? etc.)

Artist Statement Framework #2

_____’s (artist name) _____-inspired art is best known for _____ (visual or emotional characteristics). His / her distinct style of _____ is well-recognized.

For over _____ years, _____ artist name has worked as a professional _____ (class of artist: specializations, disciplines) artist, working with _____ (medium(s)). His/her adaptation of _____ (art subject matter/ type) has been influenced by _____ (What in your life/career has had an impact or influence on your art).

(tell the story of how you became an artist and what in your live has had an impact on your art career and the subject matter you create.)