

How to Write Your Artist Statement

- Your Artist Statement explains your work when you're not there to explain it
- It's the first step in your go-to-market strategy
- An Artist Statement has three-parts
 - Paragraph 1: What do you paint?
 - Your subjects
 - Your materials
 - Your style
 - Why you choose those subjects
 - Paragraph 2: How do you paint?
 - Your process
 - Paragraph 3: Why do you paint?
 - Answer the question, So what? Why should we care?
- To overcome writer's block, start with a full page from another statement
- If that doesn't work, go Zen: get pen and paper, darken the room, light a candle, and breathe in and out 10 times; then pick up the pen and start
- Write like Hemingway
 - Write simple prose aimed at 10-year-olds
 - Mix short sentences with long sentences
 - Avoid adverbs
 - Use concrete nouns ("planet" instead of "celestial body")
 - Choose strong verbs ("confront" instead of "rendezvous")
 - Avoid passive tense
 - Avoid International Art English (IAE)—obscure and pompous pseudo-language that dominates art criticism today (see apps that mock IAE, like www.500letters.org)