



CREATE YOUR ONLINE PRESENCE

YOUR ABOUT PAGE



MY WORK

ABOUT

CONTACT

ABOUT THE ARTIST

Your about page can be an all-encompassing single paragraph, or have multiple sections. You might even want to create separate about pages—About the Art (your artist statement) and About the Artist (your bio). Make sure your information is up-to-date and free of typos!

Some things to keep in mind, and avoid, when writing your Bio:

- Tell your backstory, but don't go too far back in time.
- Your art practice did not begin when you were a child! Everybody was a macaroni and finger painting genius in kindergarten.
- Start your story when you began to develop a true art practice, and cite influences on your maturing vision.
- Welcome your visitors.
- This is where people "get to know you"
- The tone of your writing should be consistent with how you want to portray yourself as an artist. Feel free to be conversational, but remember that curators and producers will also be reading it.
- Don't force viewers to read too much
- People don't read the internet, they scan.
- Use short paragraphs, lots of headings, and leave space between paragraphs
- When formatting, avoid small, dense text, pages that scroll down forever, or text that is too similar in color to the background.

***TIP:** Be sure to include printable/downloadable versions of your resumé (in .pdf form). This will save you time, when someone asks for a copy of your resume, you can say "go to my website!"

TIPS FOR A STELLAR ARTIST STATEMENT

from Hannah Piper Burns

Video and multimedia artist, art writer, and curator in Portland, Oregon



START OFF WITH A BANG

Almost every artist statement I have ever read starts out with the words “My work is”, “My painting/drawing/sculpture/video/performance is inspired by”, or “In my work”. I hereby call an official moratorium on all of these openers! In a competitive field like this one, you need to stand out from the pack. When a dealer or curator or jury or grant committee flips through page after page of statements, you want yours to be a breath of fresh air.



LESS IS MORE

Seriously! My own artist statement is six healthy sentences long. I find that many artists hide behind verbosity, as if the more they write, the closer they can get to the truth. But if people need to read paragraph after paragraph, they might think your work can't hold up on its own, and that is a big-time kiss of death. A big part of what I do with other people's artist statements is trim sentences and words like so much fat off of a steak. Nobody, from dealers to curators to your audience to your own mother, wants to read a novel to get a gist of the work. So keep it short and sweet!



LEARN TO LOVE LANGUAGE

Short doesn't have to mean content-less: Maximize your impact with unique, fascinating verbiage. You're an artist, after all! Make sure you have both long and short sentences, which create a syn-copated rhythm that is enjoyable to read. Please, whenever possible, use active rather than passive tense, and find verbs and adjectives that really strike to the heart of what it is you do. Thesaurus.com, Dictionary.com, and Etymonline are your friends. Personally, I always love statements that utilize onomatopoeia, like “ooze”, “slither”, “flush”, et cetera. Which brings me to my next point:



THE WORDS SHOULD MATCH THE WORK

Is your work whimsical? Or is it violent? What is the scale? Make sure your prose reflects the qualities of what it describes. Using verbs and adjectives that really match the qualities of your creative output will create a statement that both excites and informs. Have you found a great quote from an artist, writer, philosopher, or theologian that you feel speaks to your process, form, or content? Consider using it as an introduction to your statement, or even as the statement itself! I recommend looking for inspiration online or in the art theory books gathering dust on your shelves.



GET A SECOND OPINION

Just like when we make artwork, sometimes we are so involved in the process of writing a statement that it can be hard to be objective. Make sure you get a fresh pair of eyes to look over your statement before you publish it or send it out. Try reading it aloud while showing some images or clips. That way, you can get a better sense of the rhythm and flow of the prose while your critic can see how well the words actually match the work.

If you follow these steps, you'll have a statement that is fresh, creative, professional, and accessible. Of course, the best thing you can do for your writing is also the best thing you can do for your artwork: keep at it.

Happy statement-ing!