

Student name: Anastasia Sevcova
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and Context
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Link to the personal profile at Swansea.Art

<https://swansea.art/privateprofile/anastasia-sevcova/>

In today's digital age, having a strong online presence is paramount for emerging artists. It serves as a powerful tool to showcase their work to a global audience, connect with potential collectors and collaborators, and establish their brand and identity in the art world. A robust online presence can open doors to opportunities and expand an artist's reach far beyond traditional gallery settings, making it an essential aspect of their career growth and success.

A personal website is crucial for artists as it serves as a centralized hub for their online presence. It provides them with a platform to showcase their portfolio, share their artistic vision, and communicate directly with their audience. A personal website also offers creative freedom for artists to customize their online presence according to their unique style and aesthetics, enabling them to establish a distinctive brand identity. Additionally, a personal website provides artists with autonomy and control over their online content, allowing them to curate and update their portfolio and information as they evolve in their artistic journey. It also serves as a professional reference point for potential clients, galleries, and collaborators, enhancing their credibility and legitimacy as a serious artist. In today's digital landscape, a personal website is an essential tool for artists to promote their work, connect with their audience, and advance their career in the art world.

Artists and their websites researched

As I researched creating my own page on Swansea.art, I reviewed several websites of emerging and established artists. My focus was on artists whom I had personally met through various art courses and schools. By gaining a deeper understanding of their art and practices, and comparing it to the edited version of their online presence, I hoped to gain insights into the curation process for website creation.

I have reviewed the websites of early-career artists like Farnoush Amini and Benat Olaberria, as well as established artists who were my previous teachers, such as Antony Williams, Toby Wiggins, and James Bland. The mentioned established artists are represented by commercial galleries in the UK and internationally. They are members of prestigious British art societies, such as NEAC and the Royal Society of Portrait Painters and are numerous art awards winners. While Amini's and Olaberria's art and websites are realistically close to my current level, the established artists websites are sources of inspiration for me.

I noticed that their websites share some common features that are considered essential for an effective artist website. These features include a visually appealing and well-organized portfolio, easy navigation, an intuitive interface, integration with social media platforms, and a custom domain. It's understandable that I felt the most influence from the established artists Toby Wiggings and James Bland, whose art aligns closely with my own style and serves as a great inspiration to me. All mentioned artists also have Instagram accounts which are linked to their websites and vice versa.

One of the main striking features that was common across the websites was the presence of high-quality images of the artist's work, accompanied by relevant information such as titles, mediums, sizes, and descriptions. These images were presented in a visually appealing and professional manner, making the portfolio a crucial component for showcasing the artist's talent and attracting potential buyers or clients. Moreover, the images were organized into categories based on subjects, media, or historical order, allowing for easy navigation. The distinctive style of the artist was evident in all the images, which helped to immediately connect with the potential audience and effectively communicate the artist's conceptual ideas.

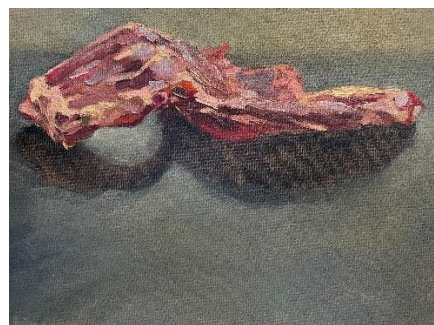
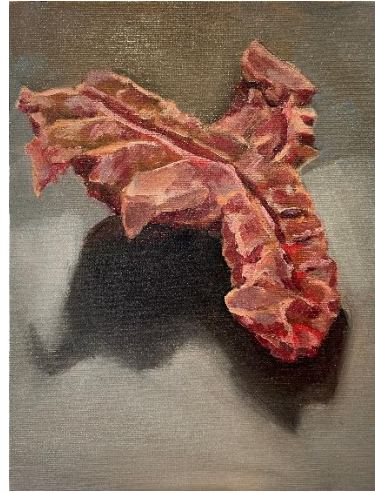


Figure 1. The six images chosen for my webpage at Swansea.Art

Selection of images for my page

For my page on Swansea.Art, I have chosen to showcase my most recent series of paintings titled 'Meat n' Bones'. This series consists of approximately ten small to medium-sized oil paintings that depict meat cuts, bones, and offal. My intention was to specifically highlight the structural beauty of bones and the rich, textured colours of meat cuts. The selection of six works for this series was based on their visual cohesiveness, skilful execution, and how they were united by the underlying concept.

With this series, I aimed to delve deeper into the concept of life's beauty and complexity, while also acknowledging its inherent fragility and impermanence. Through capturing the raw and visceral nature of meat and bones in my paintings, I hoped to provoke contemplation about the fleeting nature of existence and the temporality of life.

While I had also painted other animals and animal parts, such as roadkill animals, fish heads, and eggshells during the same period, I made a deliberate decision to keep them separate from the 'Meat n' Bones' series. It felt like including those paintings would draw too much attention to animals as subjects or create strong connotations with food consumption. I wanted to maintain a focused exploration of meat cuts and bones as distinct subjects, allowing for a more concentrated investigation into their inherent visual and conceptual qualities.

Using oil paint as the medium for this series was typical of my artistic practice, and I believe that the series accurately represents my style in that aspect.

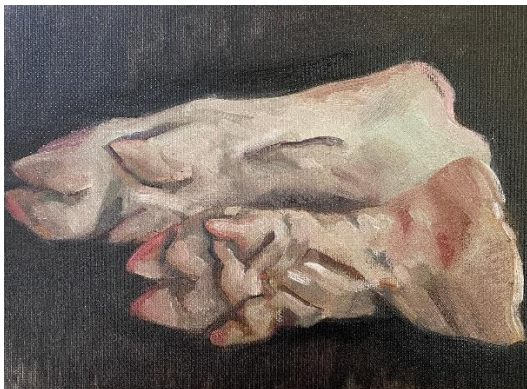




Figure 2. The paintings which were not included in my Swansea.Art profile page

Writing the statement

As an emerging mature artist, I believe it's crucial to closely align my statement with the series I'm showcasing on my Swansea.Art webpage. I have crafted a concise version of about 300 words, consisting of three paragraphs. Instead of including irrelevant biographical details, I've chosen to focus solely on the current project to highlight my artistic direction. By limiting the representation of my practice to the recent series of still lifes, I aim to create a cohesive and meaningful presentation. I acknowledge that not all my past projects may look organically displayed together, as I am still in the process of refining my style and concepts. By showcasing the most recent series that best represents my artistic vision, I aim to create a clear and compelling representation of my artistic practice to my audience. As I continue to evolve and develop my artistic practice, I strive to provide a concise and cohesive reflection of my current artistic exploration.

Instagram page

On my profile page on Swansea.Art I placed a link to my art Instagram account @anastasiasevcova. I started it in 2018 and used my archives of 5 years of drawings, sketchbooks and paintings to generate daily posts for several months. This attracted over 400 followers so far. I used the account purely as a professional one. It has helped me to secure a commission and a proposal of a residency from a gallery.

I consider Instagram to be my main social media account for presenting my artistic practice to the public. It serves well as a digital portfolio and helps me to show my progress over time. It also allows me to introduce my work quickly to potential clients and provides tools for easy interaction with my audience. It is very efficient for quick communication and feedback. I have also used it to promote my exhibitions.

I will include the link to my Swansea.Art page in my Instagram account main section to connect both social media. It would be a good contribution to the professional appearance of the profile.

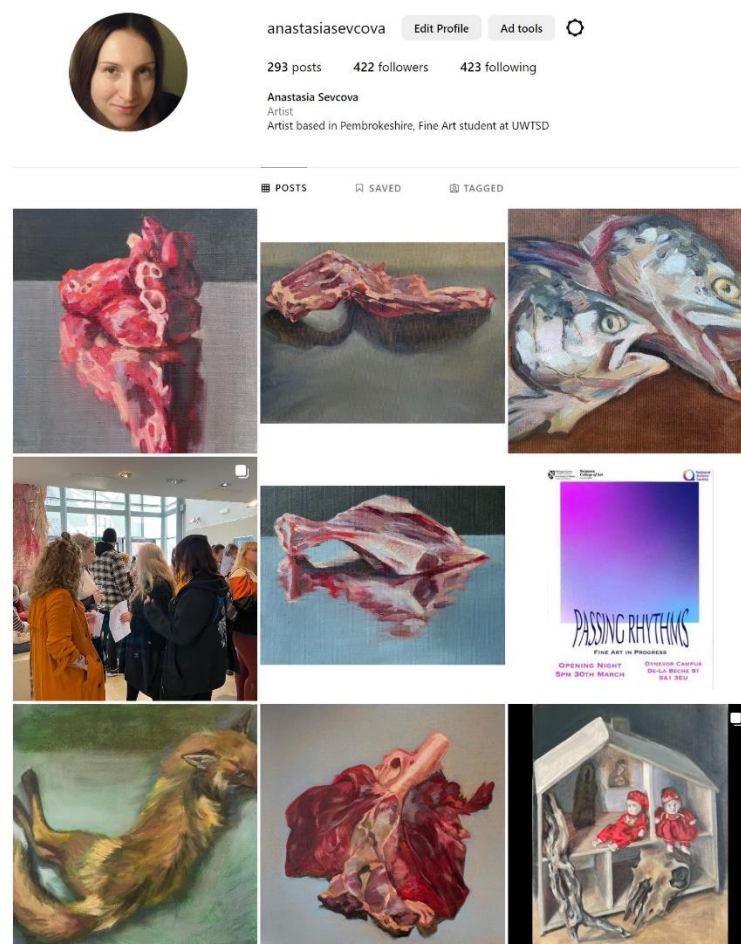


Figure 3. Anastasia Sevcova Instagram Art Account

Further development of online presence

Currently I am focusing on my actual art practice and only posting on Instagram once every month or two. In the future, I plan to invest more time and effort into social media when I have more available time. I plan to create a personal website, where my ongoing projects would be presented alongside with my archives. At the moment I have purchased a custom domain name but will need to find an appropriate affordable hosting site. I plan to use one of free platforms for artists, such as Squarespace, Wix or WordPress.org.

For my personal website, I aim to craft an informative and engaging "About" section that offers background information about myself, my artistic journey, inspirations, and philosophy. This section will allow visitors to connect with me on a personal level and gain insight into my artistic style and approach. However, striking the right balance can be tricky. I want to provide enough information about my life without overwhelming the audience with irrelevant personal details or inadvertently giving rise to ageism, as age is the sensitive subject for me.

Potentially I am also interested in adding an online shop feature to my future art website and a blog or news section that provides updates on my latest works, exhibitions, events, and other news. This helps to keep visitors engaged and informed, and also demonstrates the artist's ongoing activity and professionalism. The website design and architecture are subjects of my available time and budget. It will be important for me to find a balance between maintaining a consistent online presence and allowing for creativity and open-mindedness in my practice, while still surviving financially.

References

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<https://www.instagram.com/anastasiasevcova/?hl=en> Accessed: 30th of April 2023

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