

Tamara Amato (2104544)
BA Fine Art
Changemakers 2 (ADAA5001)
Paul Duerinckx
Word count:

Assessment 2:

Web profile page and research:

Website link:

Most living artists have their own website to showcase their work to potential and established clients, art collectors and art enthusiasts. It helps them build a network and reach out to a wider audience by uploading their contact sheet, biography and exhibitions they are featured in. These elements allow galleries, museums, art collectors or other artists to reach out to them to collaborate on projects or to buy their artwork. They can establish their brand and online presence by communicating news, sharing updates and providing insight into their creative process. Having a website is also beneficial to make their work more accessible to people who live abroad.

Nadine Tarbouriech is a friend and artist whose warm, abstract canvases I find inspiring. I think that her website needs some working on as she hasn't updated it in a while, and it doesn't have a home page: you get sent straight to her canvases. However, I think that the minimalistic global design is easy to navigate through and that she gives all the information that is needed to get to know her, contact her and learn about the work. Along with her website, she has an Instagram account that she updates monthly showing the current pieces she is working on as well as past ones. The two online pages balance each other in their qualities and downsides.

Other artists are represented by galleries who handle the business side of their art for them to focus essentially on the creative aspect. They usually take care of marketing, sales,

logistics and provide resources and guidance to help develop the artist's career, as well as exhibition opportunities. Being part of such organisation also helps develop a network and helps being spotted by other galleries, museums or art fairs. Some artists have both their own website and are represented by galleries. This increases their chances of being noticed and receiving more offers to participate to shows. A good example is Stéphanie de Malherbe, a French painter whose work, sometimes on the limit of abstraction, depicts colourful landscapes and portraits with transparencies, superpositions and contrasts. In addition to having her own website, she is represented by Saatchi Art, one of the biggest galleries and artists network, and by KAZoArt, a quite recent (founded in 2015) online art gallery and marketplace that supports growing artists. Her own website focuses on presenting her journey as an artist and her artwork whereas the two other websites are additions to gain vaster recognition and to sell her work to a range of clients.

Nowadays, in addition to websites, artists use social media to display their work and sometimes even use the design of the app to their advantage. Instagram being a very visual social media, it is beneficial for artists to post updates of their processes, projects, upcoming events and to communicate with independent and bigger galleries. In addition, because it is a constant flow of information, it feels very easy to come across artists' artworks and discover new people in the art world. In that way it is profitable for young artists so they can be seen and maybe even become prominent. Other social media such as Twitter or Facebook are better for sharing written information or events and less for the display of images. Art focused social media do exist and are a good way for artists to create a community. Because it is mostly people from the art world or art enthusiasts that subscribe to those, it feels more restrictive as it doesn't reach to the entire world. However, they are very good networking resources for the arts circle.

As art students it is essential to put our work on social media in order to gain visibility and to be featured in projects or small exhibitions. The university having a lot of contacts and reposting our work helps us being seen and putting our work out in the open.

I generally try to keep my Instagram account up to date and show the process of some of my projects. I don't edit my pictures unless its to make them clearer or to get rid of marks. To keep my account organised I use the layout and the symmetry of the app.

It is important to keep social media accounts and websites up to date as future employers might ask for them or look at them. Especially in the art world since it is so vast, it helps them figure out if you are a good match to their brand/specialty or to look at you style for collaborations.

References:

- Caron, P. (n.d.). *Philippe Caron*. [online] [www.instagram.com](https://www.instagram.com/caron.dessin/?hl=fr). Available at: <https://www.instagram.com/caron.dessin/?hl=fr> [Accessed 29 Apr. 2023].
- Ingleby Gallery. (n.d.). *Andrew Cranston - Works*. [online] Available at: <https://www.inglebygallery.com/artists/32-andrew-cranston/works/> [Accessed 14 Apr. 2023].
- Karma. (n.d.). *Andrew Cranston*. [online] Available at: <https://karmakarma.org/artists/andrew-cranston/> [Accessed 27 Apr. 2023].
- KAZoART. (n.d.). *Galerie De L'artiste Stéphanie De Malherbe*. [online] Available at: <https://www.kazoart.com/fr/artiste-contemporain/333-stephanie-de-malherbe> [Accessed 28 Apr. 2023].
- Magnum Photos. (n.d.). *Elliot Erwitt - Photographer Profile - Magnum Photos*. [online] Available at: <https://www.magnumphotos.com/photographer/elliott-erwitt/>.
- Magnum Photos. (2016). *Home Page*. [online] Available at: <https://www.magnumphotos.com/>.
- Saatchi Art. (n.d.). *Stéphanie De Malherbe*. [online] Available at: <https://www.saatchiart.com/stephaniedemalherbe> [Accessed 28 Apr. 2023].

- Tarbouriech, N. (n.d.). *Nadine Tarbouriech*. [online] [www.instagram.com](https://www.instagram.com/hareechandrastreet/). Available at: <https://www.instagram.com/hareechandrastreet/> [Accessed 29 Apr. 2023].
- Tarbouriech, N. (n.d.). [online] artist's Website. Available at: <https://www.nadinetarbouriech.fr/> [Accessed 22 Apr. 2023].