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BA Fine Art
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E-Portfolio (assessment 1)

- Evaluation of Social Media Links (929 words)
- Artist Statement (433 words)
- CV (600 words)

Evaluation of Social Media Links

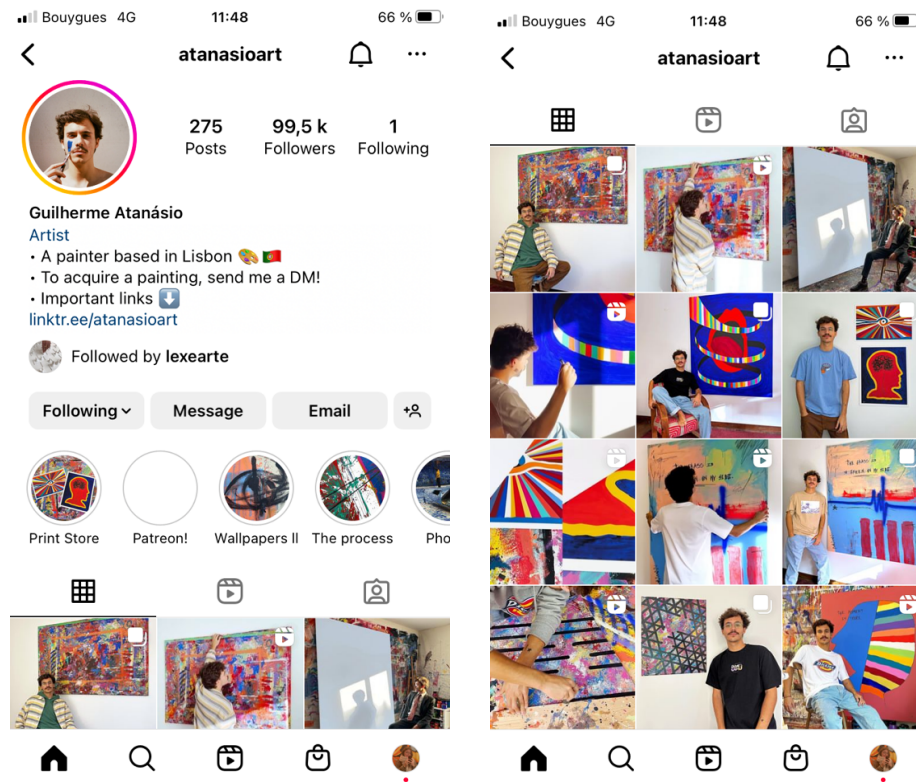
Social media are a means to create and share content. They also have a valuable social function, as they are used to connect friends and family. Some people display their lives ostentatiously on these platforms: they show off their wealth by posting about their expensive belongings, holidays or other material things. Of course, social media also have benefits. They allow you to connect with anyone around the world, to keep track of the latest news, to network with industries for professional purposes and to express yourself creatively, politically or just share your thoughts about any matter.

They are particularly significant for those working in the art world, as many artists use them to exhibit their work and reach out to the public. Social media platforms can be used as a form of digital gallery by organising displays of one's work and presenting insights on the origins of one's art and the creative process. Artists are thus able to get closer to their community by offering them a window onto who they are, the inspiration behind their work, and the different stages leading up to their final artwork. People follow the creative journey when social media are used to display the step-by-step evolution of the work and they are inspired to wait for the outcome of a piece. Because the various social media are structured differently, they can be used in a range of ways.

Nowadays artists use social media to network with artists with similar interests and with industry contacts such as galleries, agencies, art buyers, publishers or educational establishments. In addition, they are useful for young artists to promote their work, interact with well-known artists and galleries to gain notoriety, and access an audience by sharing others' artwork to help one another. As practically everything is online nowadays, most galleries and artists use these platforms to reach out to certain audiences and promote events. It is an excellent way to connect with people from all over the world and be able to communicate to a new crowd. During Covid, when galleries and museums were closed, artists could continue to display their work and many even started to access a wider audience as a result. Social media were also used by performance artists, who created films of their work and shared them online, such as Marina Abramovich, who was filmed sitting silently facing visitors for over 700 hours at the MOMA in New York

For example, Instagram is based on images, and it enables artists to access a wider and varied audience because of the links to peoples' contacts. It has over 400 million monthly active

users and many collectors are using Instagram to find new art including pieces by artists that are not well-known. Through Instagram artists receive commissions, invitations to participate in shows and exhibitions, and commercial proposals. It also enables one to send messages privately and comment under people's posts. Because of the way it is structured you can play with the display and even exhibit your whole portfolio on one page. You can also make use of its built-in editing tools. One disadvantage is that your work is open to public criticism, some of which may not be very kind or constructive.



Twitter is less used by artists, as it is text-based, and it is more for continuous feeds of opinion and news. It can, however, serve as a means to publicise an artistic event. Among the disadvantages is the fact that it has privacy and security issues – anyone can follow anyone, and your information is shared with third parties. Another problem is that it requires continuous attention, which can be time consuming. Furthermore, it is limited to 140 characters which means you cannot express very much.

LinkedIn is a well-known social media platform that is used for professional interactions between people with common interests. A lot of galleries use it to find artists to exhibit or employ and for artists to connect with other artists to collaborate with or find work. It is mainly focused on employment history and education, and also enables people to share insights and opinions. It is less useful to showcase artwork.

Among the general disadvantages of social media, the following come to mind: the graphic quality is not the same as the physical art piece; there is a risk of people copying original ideas; there is a risk of bad press or discriminatory comments including from prejudiced people

as there are no filters; if your artwork is considered too outrageous you can be censured; they may not be such good channels for sales as people do not bother to come and appreciate the physical artwork; images can be photoshopped and therefore are not true to the original work; anyone can follow your account and take advantage of your social network for their own purposes but without any positive result for you.

Regarding my own practice, I see social media as an opportunity to connect to events or job offers. They are a way to present my portfolio to generate interest in my work, get feedback, and create an archive of my work in which you can see my evolution over time. For example, for one of my university applications I created a blog which was a way to show my work in an original format and explain my development as an artist. In future, I might envisage collaborating with other artists in virtual studios online. In addition, platforms like Instagram would be a way to get in touch with galleries, institutions and commercial partners as outlets for my work.

Some links of social media and artist's websites that are original and I appreciate:

Guilherme Atanasio (available at: <https://www.instagram.com/atanasioart/>)

James Turrell (available at: <https://www.instagram.com/jamesturell/>)

Nadine Tarbouriech (available at: <https://www.nadinetarbouriech.fr/>)

Olafur Eliasson (available at: <https://olafureliasson.net/uncertain>)

Artist statement

I want my work to inspire people and to open their eyes to the beauty of the most ordinary things. I like to work with any medium in order to vary and push the boundaries of my practice. My practice is based on colour, light and contrasts. I enjoy experimenting with different media and sometimes mixing them together to create new textures and give different feels to the pieces. I mostly work with acrylic paint, pencil, pen, watercolours, photography and pastels. I take inspiration from my surroundings, the places I travel to with their different cultures, landscapes, people, art, and from the various exhibitions I see. I am currently studying Fine Art, with a particular focus on landscapes, both natural and urban. What influenced me to pursue studies in that field were many years of art classes, piano and dance lessons, as well as living for twelve years in a building full of artists and having the possibility to talk to them and watch them work. In addition, my family has always been really interested in art of all kinds, and we have always been to exhibitions together and bought catalogues to expand our library.

When I create a new piece of art, I generally let my inspiration guide me and try to focus on the colours: how they interact with each other and how I can manipulate them in order to produce a certain atmosphere and feeling. I observe the way they change by juxtaposing them and seeing which ones work best together. I enjoy experiencing how they influence and balance one another by mixing them together and trying to create unusual atmospheres. I also like

creating contrast by manipulating the lighting. I also really enjoy the idea of the organic and the natural: whether in landscapes, architecture or various other places. I like creating a certain harmony and for things to work together. For instance, I know a painting is finished when I look at it and everything simply “clicks”. I remember posting a picture of shadows reflected on a building and a friend messaged me saying: “You know what I realised? It is that you are a real artist. You show us banal things, but in such way as it makes us recognise their beauty”. That is probably one of the biggest uplifting moments of my life. I knew that I had to do art for a living. Even though I am currently unsure of what sort of artistic profession I want to undertake, I know that I want to work in the artworld and change people’s views using art.

Tamara Amato

STUDENT IN FINE ARTS

Details

Swansea
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Links

[Portfolio](#)

Skills

Basic Computer Skills
Adobe Photoshop
Microsoft Office

Languages

French
English
Spanish

Hobbies

Contemporary dance, swimming,
painting, cookery, photography

Profile

Leveraging many years of artistic practice and a keen interest in art history and exhibitions, I joined Swansea College of Art in order to further my skills in different media and my sensitivity to context. I am keen to use my broad artistic experience and bi-cultural background in the service of an internship at a museum or gallery. Patient and detail-oriented, I have a good eye for composition and the design of spaces. My positive outlook on life, my calm and empathetic nature, and my adaptability enable me to collaborate well with others.

Employment History

Volunteer , Oxfam, Oxford

JUNE 2019 – JULY 2019

Worked to ensure a neat and attractive sales environment, supported customers and assisted in the setup of visual displays.

Intern, Tsé & Tsé Associées, Paris

DECEMBER 2018 – JANUARY 2019

I worked for this independent French designer of objects for interior decoration during the Christmas period. This entailed sorting the stock, making lamps, arranging the displays, and supporting customers with their purchases. It was an opportunity to understand design work and sourcing from different countries.

Intern, Studio Berçot, Paris

JULY 2018 – AUGUST 2018

In this renowned fashion school, I learnt about the curriculum and how the students are assessed. Participation in practical classes on dress design, life drawing and art history.

Assistant Curator, Ecole Alsacienne, Paris

APRIL 2017 – MAY 2017

I helped curate an exhibition of children's drawings from the First World War at the town hall of the 6th arrondissement in Paris. I helped write the descriptions under the drawings and set up the exhibition.

Education

Bachelors of Fine Arts, University of Wales Trinity St Davids, Swansea

SEPTEMBER 2021 – PRESENT

As a second year student of Fine Art, I am expanding my knowledge of techniques such as ceramics, painting, drawing, printmaking, cast making, canvas making. I am also learning how to be an artist in today's environment and studying art history and context.

French Baccalaureate, Ecole Diagonale, Paris

SEPTEMBER 2019 – JULY 2021

Specialisation in Geopolitics and English (contemporary world track), including topics like heritage, environmental mutations, the influence of art.

Ateliers du Carrousel du Louvre, Paris

SEPTEMBER 2018 – JULY 2021

Weekly drawing classes for a year, including learning about how to capture the space between objects.

Via a partnership with my Lycée, I then attended classes for two years, four afternoons a week, involving learning various techniques and materials, art history, and visits to galleries, exhibitions and buildings.