

Name: Chloe Rees

Student Number: 2104305

Lecturer: Paul Duerinckx and Alex Duncan

Module: Changemakers: Creativity and Value Creation

Module Code: ADAA5000

E-Portfolio Evidence of Learning

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Artist CV

Swansea, South Wales

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CHLOE REES

SKILLS

- Creative problem solving
- Customer relations
- Curation experience
- Experience in fashion design and making
- Specialise in drawing, live figure drawing, coloured pencil, acrylic painting, design, 3D sculptures with papier-mâché and latex.

EXPERIENCE

UWTSD, Swansea— *Exhibition volunteer*

May 2022– June 2022

- Involved in the preparation of the space, from studio to gallery.
- Assisted in organising and setting up inside areas to facilitate the event.
- Contributed to the curation of the artwork in the gallery.
- Assisted in hosting the opening night, seeing visitors knew the way around the venue, handing out refreshments, making them feel welcome and offering information about specific pieces.

UWTSD, Swansea— *Exhibition debut*

June 2022– July 2022

- Showing three works: Collection of clay and wire handmade rings; Pen and acrylic paint portrait; mixed media surreal landscape.

Self Employed, Swansea— *Handmade jewellery business*

January 2021– September 2021

- Handmade all jewellery, designing each piece shown on social media pages.
- Offered custom orders down to design, colour and size.
- Photographed products for sale.
- Oversaw and ran Etsy selling page.

Commissioned work— *Artist*

- Multiple sales on handmade rings, both custom orders and set designs.

EDUCATION

UWTSD, Swansea— *Fine Art*

2021–2024

Llwn y Bryn, Swansea— *Foundation diploma degree in Art and Design*

2021–2024

Summary

Chloe Rees is a multimedia artist, focused primarily on pen and acrylic paint during the past year. Currently studying Fine Art in Swansea, has also had experience studying fashion design in Swansea and Bath. As well as education, Chloe has developed revenue from starting her own handmade jewellery business. With this range of knowledge and interest, her practice has developed a lot over the years, resulting in a mix of outcomes. At the moment, her interest is pulling her in more of a painterly direction, aiming for larger scale pieces over the next year with an incorporation of surrealism.

Social Media evaluation

Using social media in 2023 is a must, if you're not on or using social media in some way you aren't getting everything you can out of modern life. There are so many aspects to social media that now enhance life, from keeping in contact with people to running a whole career, social media really is how the world goes around. Just from the simplest things like entertainment, apps like TikTok arguably helped people feel more connected and normal through the coronavirus pandemic lockdowns. "TikTok, we can just be weird. Which makes it the perfect platform to ride out a pandemic that has nearly one-third of the world's population trapped at home." -Sirin Kale, 2020. This allowed many people who were just starting out, get a huge platform very quickly. This being another positive aspect to social media, the fact that an artist at any level has access to an easy and free platform for self promotion and selling their work.

Social media, of course, has extreme negatives and extreme positives and there have been many debates as to which one out ways the other, however for artists I feel like the answer is obvious: social media is the perfect self promotional place. I personally use it to promote my work and myself and to

see the progression of my art during my degree.

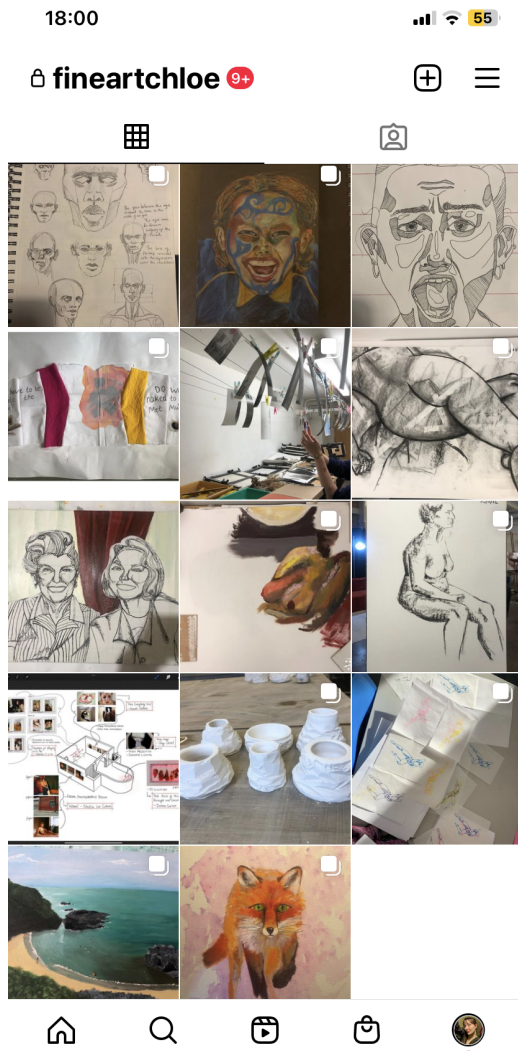


Figure 1

This has helped me to monitor my work and also to see what work reaches accounts the most, meaning that some things would resonate with a viewer more than I might think, and vice-versa. It has also allowed me to network well with other artists who might be starting their career. From following coursemates pages, to being connected to curators of gallery's, instagram has proven to be a very good networking site for up and coming artists like myself. Instagram also has a good feature for viewing your 'insights', which allows you to see what is working the best with your followers, what time would be a good reach level and how best to promote your work with different account etc.

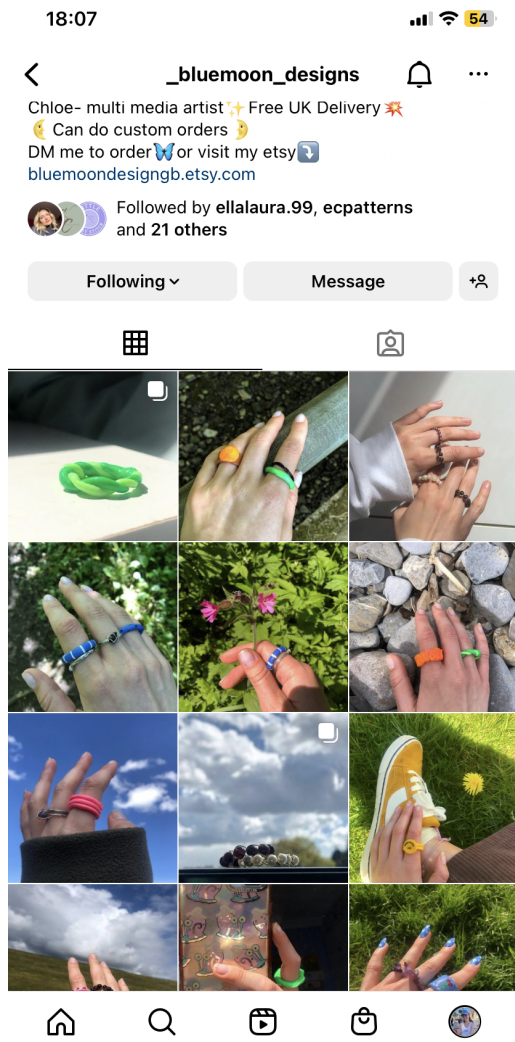


Figure 2

This is a screenshot of my jewellery business' instagram page. This allowed me to reach a whole range of people who were interested in my designs that I never thought I could've reached. Even with under 500 followers I sold my rings to as far as America all through the help of promotion from myself and my followers. As you can see, instagram also offers the option of having links in your bio, giving you even more ways to help people access your work. I had my Etsy page linked as this is where I did the majority of my selling, however I know now, instagram offers the option of 'link tree' which allows you to have numerous links. I found instagram to be the perfect place for my business as it was a place I could showcase all my work together, allowing customers to see all the options I offered, without me having to pay for a website or organisations help.

Fine art instagram: <https://www.instagram.com/fineartchloe/>

Jewellery instagram: https://www.instagram.com/_bluemoon_designs/

Artist Statement

Chloe Rees is a multimedia artist, focusing primarily on pen and acrylic paint during the past year. Currently studying Fine Art in Swansea, Rees has also had experience studying fashion design in Swansea and Bath. As well as her education, Rees has developed revenue from starting her own handmade jewellery business, working with clay and metal wires. With this range of knowledge and interest, her practice has developed a lot over the years, resulting in a mix of outcomes. At the moment, her interest is pulling her in more of a painterly direction, aiming for larger scale pieces over the next year.

Rees's main reasoning behind her work addresses themes of gender, sexuality, emotions and inequality, in and outside of the art world. It is her aim to provoke people, some pieces will make viewers uncomfortable, maybe due to their own beliefs or maybe because the work is presenting something to them they like to forget. In her previous works, she has created corsetry surrounding the #metoo movement, women's beauty standards and how female artists are treated in the art world. These topics simultaneously support yet contrast each other; the corset conveying the restraint society has on women, with the artwork on the corsets addressing each subject matter, creating a darkly ironic series.

Through her mixed media education, Rees hopes to go on to create multimedia 'sculptures' and 'paintings' addressing these themes, with the purpose of both a form of activism and creating visual art to sell. She has the view to create semi-realistic paintings with elements of surrealism for her next project. Focusing on the correct form of subject matter, but changing colours, focus and surroundings.

Bibliography

Sirin Kale (2020) *How Coronavirus helped TikTok find its voice*. Available at: [https://www.theguardian.com/technology/2020/apr/26/how-coronavirus-help-ed-tiktok-find-its-voice](https://www.theguardian.com/technology/2020/apr/26/how-coronavirus-helped-tiktok-find-its-voice) (Accessed: 8th Jan 2023)

Figures

Figure 1: Chloe Rees (2023) Screenshot of Instagram Page

Available at: <https://www.instagram.com/fineartchloe/> (Accessed: 8th Jan 2023)

Figure 2: Chloe Rees (2023) Screenshot of Instagram page Available at: [https://www.instagram.com/ bluemoon_designs/](https://www.instagram.com/bluemoon_designs/) (Accessed: 8th Jan 2023)