

ARTIST STATEMENT

As illustrators, we assume that our art speaks for itself, but we have to promote it and ourselves. To do this effectively, we need to have an artist statement - we need to spend time thinking about the 'why' of our art. Knowing why we do what we do, and who it's for, and what it's trying to say. This is what gives purpose and direction to what we do in our studio.

Approach writing your statement with confidence and as a professional, NOT as a student. When we appear self-assured, and clearly articulate our mission as an illustrator, our work takes on extra cachet. Having to write about your work will make you think deeply about it and make sense of it, organising your thoughts to explain clearly to others. This in turn will give you confidence to talk about your work too.

Your statement will be used on your website and on your exhibition personal promotion.

Your artist statement may change as your work changes/develops, but you should always have one.

TASK: After looking at the examples given (you will see that some are quirky and fun), and the artist statements on *The Central Illustration Agency* website (and any other agencies on the list supplied), with a partner write a statement for each other's work. Talk about your work and show examples to your partner – they will write your statement, and vice versa.

If you like with what your partner has written, you can just tweak it until you are completely happy to use it as your statement. Make sure there are no spelling mistakes or typos and ensure the grammar is correct. Get someone else to proof read.

Dos:

- Write your statement in the 3rd person.
- What type of artist are you? (media/subject etc.)
- What inspires you?
- What is your process?
- What are you currently exploring? (what is your main focus currently?)

Don'ts:

- Do not use clichés such as “I have been drawing since I was an egg”!
- Do not waffle. Be succinct.