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Module: Changemakers: Building your own personal brand  
for sustainable employment

Module code: ADAA5001

Assignment title – Website

Link to website

(<https://cheyewilliams6181.wixsite.com/lostsoulsforever>)

Artist Grant Foster

(<https://grantfoster.org/el-hombre-invisible>)

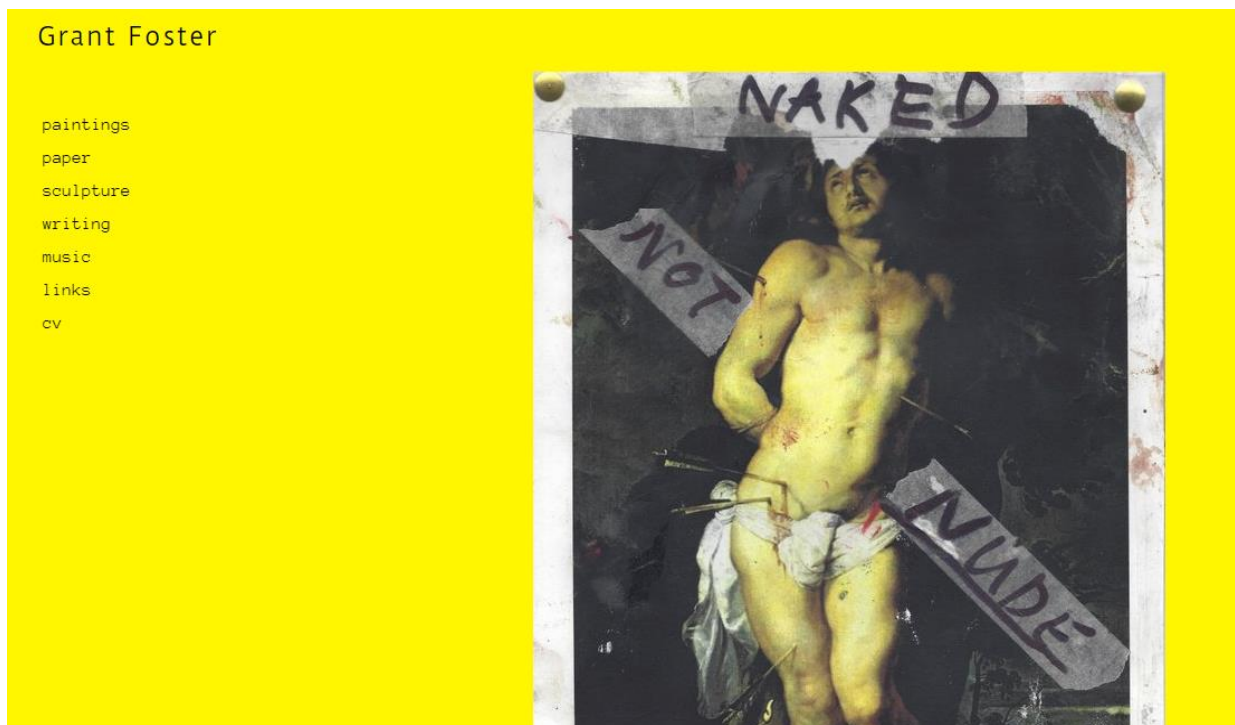


Figure 1

The homepage starts off with multiple subsections from paintings, paper works, sculptures, writing, music, and links and to their CV. The design

fairhandedly is unique with the background being a bright neon yellow and what I would assume to be one of the artists' works on the front page.

Leading into the sub sections of the website the painting section is to a degree awkward, the link to the work is shown from a solo show which then leads into the paintings the artist has done but what I don't think what works well is on the paintings section where you enter to look at them you don't tend to notice the arrows on the right hand side of the webpage due to the fact you have to scroll with your browser to the arrows to see it as well as the size of the photos on the page it looks rather awkward and this disrupts the flow of the website.



Figure 2

The details written about the paintings I find are a very good feature on a artist website due to the fact there's only ever just the paint as well as the size written of the medium the artist had worked on. I also really like the feature that Grant had put the full image of the artwork in this section, although I think it could be pulled off better in terms of the ergonomics of the website. Other sections of the website show similar elements just of different physical material works, from paper and sculptures once again having the materiality

listed in the description of the works. The photographs used on the website are all a very detailed and accurate of how they'd be seen in real life. The sections of the website have a well made and up to date CV dating back from 2009 to 2022, but although the information is all there isn't any mention of works for sale or where to buy them. The overall presentation of the website of grants work is very them the aspect of they're work and the website work well together and it is very apparent they're both very similar in aesthetics, but what would need to be worked in the website is the navigation of images and the addition of maybe a link to a store if they wanted to sell their work or make money off their art.

Marlborough Gallery Website – Frank Auerbach

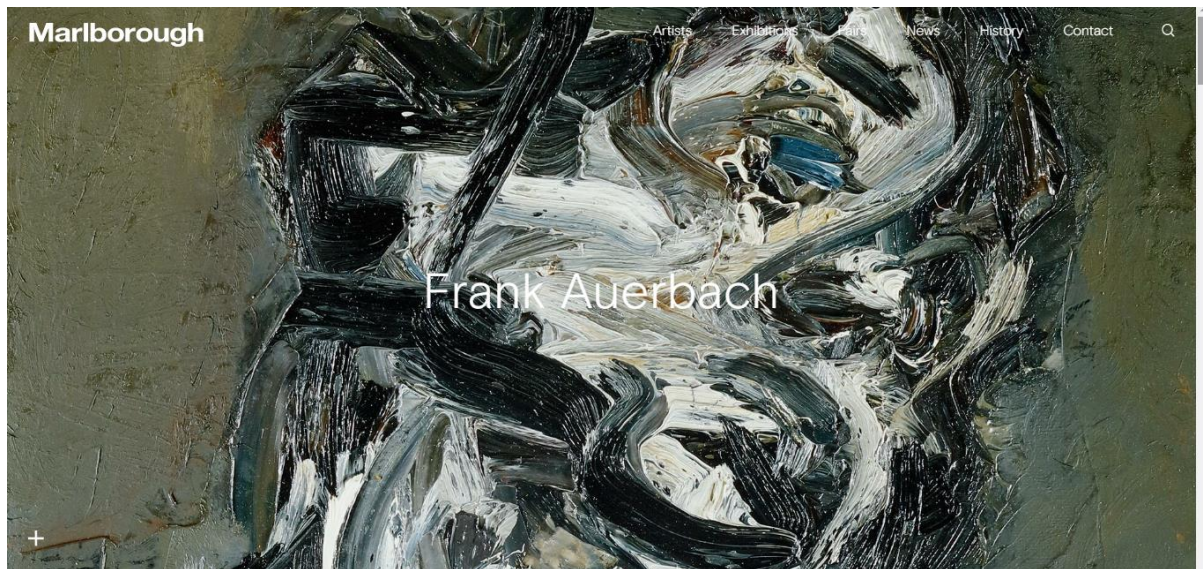


Figure 3

Marlborough galleries website consists of numerous artists due to the fact they're more gathered around numerous artists that they support and set up shows for, instead of where artists would have websites for themselves the gallery websites are more professional, and business like in terms of style and access.

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## Frank Auerbach

[CV](#)  
[Enquire](#)

One of Britain's preeminent post-war painters, Frank Auerbach was born in Berlin, Germany in 1931. Arriving in England as a Jewish refugee in 1939, he attended St Martin's School of Art, London, and studied with David Bomberg in night classes at Borough Polytechnic. He then studied at the Royal College of Art and has remained in London ever since. His first exhibition was held at London's Beaux Arts Gallery in 1956; since then his works have become some of the most internationally collected of living artists.

Auerbach's organic, yet unified forms are deeply rooted in capturing the essence of a person or place and are often renditions of people he knows well or of the urban landscapes near to his London studio. His oils, drawings, and prints reveal an intense observation of the subject; he makes his mark with authority and finality, pushing abstraction to the limit while still capturing the very quintessence of his sitters. Known especially for his heavy application of paint, Auerbach is credited with making some of the most impressive, vibrant and intuitive portraits of the post-war years. A true draftsman as well as a painter, his graphic works his signature thick black lines and the concerted mark-making that he employs give his sitters a flickering quality of energy. For Auerbach, prints also carry high authority, as well as a sense of "magic" that he argues replaces emotion. While Auerbach has a deep reverence for the print medium, he has completed fewer than 40 editions throughout his career.

Auerbach first exhibited Marlborough in 1965. His work can be found in many public collections worldwide including the Aberdeen Art Gallery and Museum, Aberdeen, Scotland; Art Gallery of New

### Figure 4

From the presentation of the website, you're fairhandedly met with clean minimalistic but simple aesthetics, information on the artist you're looking at in this circumstance I chose Frank Auerbach underlying four menus the one shown above is the synopsis of Frank Auerbach as a painter and where he originally came from and where he studied. The other menus are consisting of the selected works, which displays the work from the artist from which the gallery want to represent them with.



Frank Auerbach  
*David Landau Seated*, 2013-15  
oil on canvas  
22 1/8 x 20 1/8 in. / 56.2 x 51.4 cm

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Figure 5

The way in which the work is shown on the website I find is well done, it given all the details of the painting, what it was called, when it was made, the medium of the art as well as the exact measurement. I find this a lot more catered to the style I want to use on my own website or web profile due to the simplistic nature of the website being white bringing out the details and colours of the work to speak for itself.



MAYFAIR  
**Figuration**  
March 17 - April 29, 2022

Marlborough London presents Figuration , a group exhibition showcasing works by Frank Auerbach, Lucian Freud, R.B. Kitaj, Leon Kossoff, Celia Paul, Paula Rego and Euan Uglow. Spanning eight decades and including painting, prints and works on paper, this exhibition celebrates the achievements of a group of artists whose pioneer [...] [Read more](#)



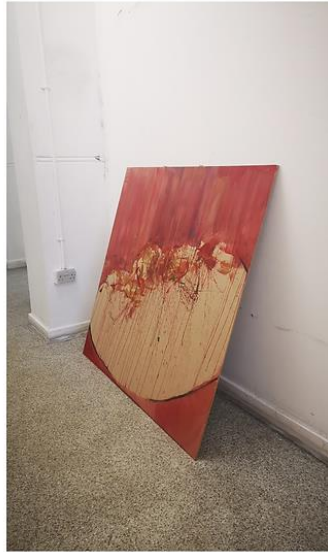
MAYFAIR  
**Summer Exhibition**  
August 09 - September 06, 2021

Marlborough London is delighted to present a group Summer Exhibition, opening Monday 9 August. Showcasing a curated selection of exceptional works by renowned modern and contemporary artists, the show notably includes two outstanding works

The menus also show the exhibitions in which the galleries have put the work into so you can see if they're work is in any recent shows of the artists you are looking at with the Marlboro galleries artists, dating back from relatively recent years. You can also on the exhibition page, depending on which ones have done this process is to look what work was put into the exhibition which you're looking at.

## Lost Souls Forever

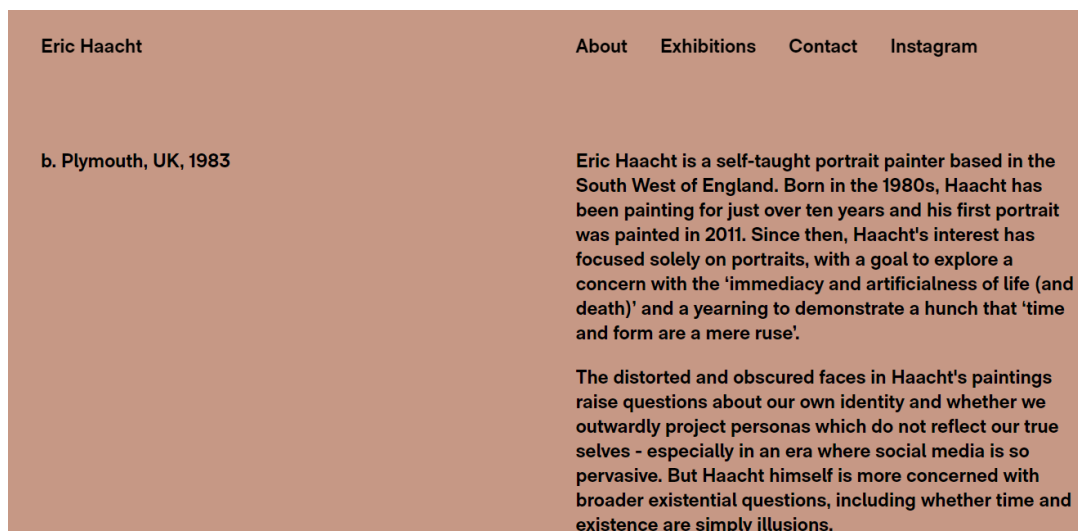
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Initially the process of this project was that we would be given a profile for the online website including parts of our, artist statements, images taken in a studio setting of our work to bring out the details of our work all of which couldn't be as well pulled off as something with a mobile device, but due to unforeseen circumstances with having our artist profiles I have had to make my own website as a fallback and safety net.

The creation of my website was made and created with the WIX website creator, I went with wix due to previous endeavours on past education I had issues with WordPress and the way it works but WIX has really stepped up and made the making of a website very easy and functional.

A lot of the development of my website came from past research within this module, the most website I had taken inspiration from or enjoyed the aesthetics of were Marlborough gallery website I found the function of the website was extremely easy to use and a had a lot of information written about the work and the artists.



## Lost Souls Forever

Illustrations  
Paintings  
Exhibitions  
Contact  
Artist Statement

S.Wales, UK, 2022

LSF's work is based upon the visuality and pure abstraction of the figurative subject but brought into the aspect of space where you cannot define the subject from the surroundings. The work is focused on a dysfunctional like, non-conformist attitude with the use of the materials being used being found from skips, using the non-used and the neglected like nature being an underlining force and aura in the work as well as the implication of leaning displays of work, making the paintings into more structural forms than that to the normality of a usual painting. Most of William's work has the implication of extreme movement and expression taking nods from abstract expressionist and expressionist art movements, the underling basis of the work of Williams is to bring an element of extreme, explosive violent like nature to painting

Another influence on my website was Eric Hacchts website which I had written about previously in a past module, I really liked the way he had wrote his about page with the artist statement declaring what his work was about and where he started doing work I found it to be one of the highlights of Haachts website.

## Lost Souls Forever

Drawings  
Illustrations  
Paintings  
Exhibitions  
Contact  
Artist Statement



My sections were divided into separate works on the website, from illustrational digital work to paintings, to drawings I found it necessary to separate them as I find they're very different in terms of my work and methods. The way in which they're displayed also I preferred I wanted them to look to a degree like what you'd see in the gallery, but also having the choice when you click on to the images themselves.



I had tried in the process of making the website adding titles and the measurements of the work into the side of the work, but I found it did not suit the work, the font in which would be used to the side of the work was completely opposing of what I'd want it to look like and WIX wouldn't allow me to change that. In terms of things that could've been improved on this project is the actual delivery on the artist profiles, it would've made the process of this work a lot less difficult and we would've had more idea what our actual profiles would look like, and we'd be working with instead of a website. I also think, more focus on the developing and how these website systems work withing making a website instead of learning my process by myself I felt would've been easier.

