

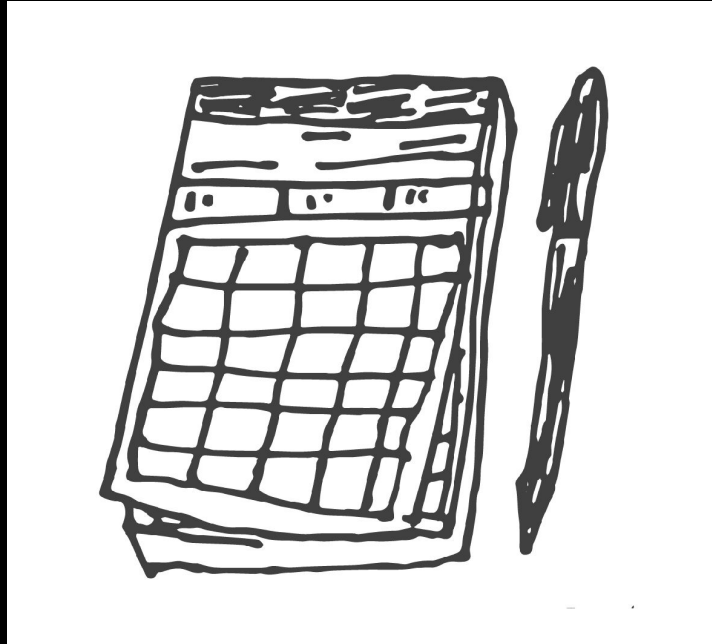
ARTIST STATEMENTS

Do you love yours?

Does it reflect not just your ideas, but
the realities of your actual work?

How can we make yours better?

writing an artist statement:



artist statement: a concise arrangement of words that act as a bridge to connect your audience to your art.

WRITING A LEDE

- A Lede is the first sentence or opening paragraph of a news story that *immediately grabs the reader's attention*.
- It provides a statement, establishes a scenario, or sets up a question that will be addressed within the larger body of writing. Focus on the 5 W's (+ H)
- Consider it similar to an “elevator pitch” or one-line mission statement.

EX:

Even before the Jell-O shot took flight, the battle between Dr. Glenn Stewart and the Independent Weekly of Lafayette, La., had been ugly. — **Andrew Beaujon, Poynter**

SOME QUICK TIPS:

1. Keep it short and simple
2. Get to the point
3. Use active voice
4. Read it out loud!

ACTIVE VOICE

Cinderella met the prince at the ball.



PASSIVE VOICE

The prince was met by Cinderella at the ball.



WRITING REFLECTION:



Consider:

What is at the heart of your work?

What kind of materials or processes do you use?

Why do you make art?

My work explores/questions/investigates X by doing Y because of Z.

The Artist Statement is the foundation for all art writing and can be used as a spring board for further writing for grants, residencies, cover letters, project proposals, etc.

“[Name omitted] is also a multimedia solo and collaborative studio artist with a practice based in drawing and painting and expansions in multimedia textile and time-based installations.”

“[Name omitted] work is based in ongoing research concerning the visual and conceptual processes of image comprehension, and as such, has mostly been photographic. [Their] work is deeply inquisitive about the ontology and transparency of the photograph in a post-digital, image-literate age.”

“My practice is an unlearning of assimilation. It contemplates how the physical body is seen in the public sphere of whiteness and privately within itself.”

“[Name omitted] also maintains a practice creating unique sculptural and absurdly functional objects.”

LONG professional bio

Maria Seda-Reeder (b. 1975) uses language as a bridge for critical discourse because she believes that contemporary art has the power to not only reflect the past but also impact the future.

As Director of Exhibitions & Artist Support Initiatives at Wave Pool, Seda-Reeder oversees the annual Curatorial Residency program, manages the yearly exhibitions calendar, and curates 2-3 shows a year for the fast-paced socially-engaged art center.

She has organized exhibitions at The Weston Art Gallery (Cincinnati, OH), The Lexington Art League (Lexington, KY), KMAC Museum (Louisville, KY), LMAK Books+Design (New York, NY), ProArts (Oakland, CA), Salisbury University Art Galleries (Salisbury, MD), The Carnegie Visual & Performing Arts Center (Covington, KY), Pyramid Hill Sculpture Park (Hamilton, OH), The Reed Gallery at the University of Cincinnati (Cincinnati, OH), The Ohio Art Council's Riffe Gallery (Columbus, OH), and The Contemporary Arts Center (Cincinnati, OH).

Maria has covered the work of living artists for such online and print publications as UnderMain Magazine, CityBeat, Epicenter Magazine, Cincinnati Art Museum Member Magazine, Acrylic Artist, Pastel Journal, Watercolor Magazine, and Whitehot Magazine of Contemporary Art. Her essays have likewise been published in artist books and exhibition catalogues such as Still They Persist: Protest Art of the 2017 Women's Marches, Tracy Featherstone: Fantastical Landscapes, and Cincinnati Five.

Seda-Reeder taught at the University of Cincinnati's College of Design Architecture Art and Planning for over a decade. She holds a BA in History, MA in Art History, and Certificate in Museum Studies.

BRIEF Bio:

An Artist Statement

Maria Seda-Reeder believes in the power of words to re-imagine new shapes and meanings out of pre-existing visual and conceptual languages.

In her daily writing and public speaking practice she teases out threads of symbolism from imagery embedded within art, popular culture, and contemporary social conversations, in order to better comprehend and constructively impact their trajectory.

She uses her mercurial skills and first-hand experiences with trauma, to positively co-create our sacred, communal experience in this timeline.

- _____ [ARTIST] explores/questions/investigates [verb]
WHAT by doing HOW because of WHY.
- For example:
- My creative writing as a curator and educator is a tool with which I attempt to question the status quo because I believe the world is filled with beauty despite omnipresent injustice.

TAKE SOME TIME TO CONSIDER:

- What does your art demonstrate that you value?
- What is integral to your art making?
- What is unique to your process?
- What/who inspires you as a creator?
- Do you ask questions with your art, or attempt to answer them?
- What qualities pervade the work?
- What did you learn while you were making it?
- How does the subject of your work relate to the form, and the form relate to the subject of your work?
- How did you develop your technique?
- How did accidents or discoveries lead to the finished work?

THE WHAT

Write some adjectives that you would use to describe *the look* of your work (broadly speaking). Consider scale, mood, palette, composition, etc:

Write some nouns to describe the ideas behind your work. Consider what stories you are communicating, who you are centering with your work, and what you want to accomplish:

*Make sure to state what medium you work in!!

THE HOW:

Write some ad/verbs that you would use to describe *the process* of creating your work. Consider action, intention, and steps involved.

If you do something unique in your process, which is important to understand and isn't discernible from your portfolio, this is the time to use your words to explain as much.

THE WHY:

Write some phrases that describe *why you make art*. Consider, what beliefs are you investigating, what inspired your process, and how your personal convictions are apparent in your work:

Try not to over think this one!

Talk about what impassions your work.

You can also mention influences and inspirations.

LET'S TRY IT OUT!

Pick an artist you're fairly certain everyone might be familiar with.
(This could be someone whose work you like or dislike.)

KEEP IT SECRET.

Without using their names, (and writing in either first or third person) try to sum up their practice in a sentence or two.

Then, let's see if we can determine about whom you might be speaking.