

Artist Statement Workshop by [Ashley McKenzie-Barnes](#)

IDENTIFY YOUR FINAL PIECES AND WRITE AN ARTIST STATEMENT FOR EITHER A COHESIVE BODY OF WORK OR THE INDIVIDUAL PIECES (IF NOT A SET)

1. Some considerations to highlight.

Many times it's the simple things that make up the most powerful work

- Why did you use the colour you did?
- What attracted you to the colour?
- Why are you drawn to a subject matter?
- What did you want to share about the subject matter?
- What are the elements that are used?
- What emotions did it trigger within you?

2. Dissect it.

Pick out at least two elements that are essential to the work and engage your audience

- Look for an angle
- Bring the ordinary moments to life
- Give meaning to literal imagery
- Highlight the details that only you may see
- Be creative with your delivery
- However, avoid being too wordy or technical

3. Build the experience.

Guide the audience to what they should be feeling, or talking about when they leave the piece

Think of what you're looking to achieve through your art.

- I wanted to convey the message of....
- I wanted to express the feeling of...
- I wanted to educate on...
- I wanted the audience to connect with...

Lastly, structure your statement(s):

The following exercises will help to edit for style:

- Length of statement should not surpass 120 words
- Choose a writing tone. It can be humorous, political, analytical, emotional or theoretical
- Make sure the tone relates to the context of your actual work
- Enlist the reader's interest with the first sentence
- State influences and inspirations. All work is inspired or influenced by something or someone
- Explain the chosen techniques and style used in the work
- Last sentence should explain what the artwork intended to do
- Avoid repetition of phrases and words
- Use a thesaurus to help expand your vocabulary
- Review it. If you're unsure about the delivery, have other people read and comment on it

ARTIST STATEMENT SAMPLE.

Blue Sky

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Between 2013 and 2015 I spent a great deal of time driving through the western half of the United States. Over time, the road became a blur, and my gaze fixed on the sky, my constant companion of pure color and light. More presence than scenery, she becomes a field of shifting hues and tones, weights and densities, depending on location, time and weather.

These paintings are an attempt to reconstruct the memory of a specific mood and place. A visual imprint gone slightly hazy with the passage of time.