



Irving Art Association

Artist's Connection

The Artist Statement

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The act of creating art gives me such pleasure, fulfillment and a sense of validation that satisfies my creative nature. When I am in the “zone”, all thoughts of time, space and “what’s for dinner?” are pushed to the outer reaches of my human existence. I’ve reached that Zen moment where there is a perfect balance between technique and intuition, which results in an artistic inner revelation of creative self-awareness.

OK, fast-forward to the real world of critics, novices, non-artists, professional artists, collectors, friends, family and the curious public. The reoccurring question is always, “What were you thinking when you made this?” This is where the Artist Statement plays a pivotal role in “explaining” the artist’s vision. The Artist Statement bridges the gap between the artist and the viewing audience. Remember you are sharing your art with people that bring their own ideas and interpretations of world. Everyone will not “get” your artwork. Do not assume everyone knows who you are, what you think, how you process or why you made this work. Even your closest friends and family will gain some insight about you, “the artist”, by reading your statement.

You should always consider your audience. Each location will require a different type of statement. Where you show your artwork will dictate your audience. A gallery will require a different type of statement than a non- art venue. It should be descriptive, interesting and written in words easily understood by the casual observer. This is not the time to give step-by-step instructions, a shopping list of ingredients, or show how technically savvy you are. If you already have a statement written from a previous show, review it and then re-write it. One size does not fit all. Have someone else read it before you go public. In high traffic areas, the Artist Statement should be posted on the wall near the artwork. In slower intimate areas, a notebook/portfolio near the guest book, business cards or other handouts will be sufficient.

The added benefit to writing an Artist Statement is that it helps to sell your artwork. Collectors take pride in understanding and repeating the proper interpretation of your art. It allows them to be the authority, as well as, an advocate for you to potential buyers.

Still not convinced? The next time you attend an art exhibition and there is no Artist Statement, resist the urge to say “WHAT were they thinking?”

See you at the work table...

VET

November in Review

IAA General Membership 3rd - Sharon Chaparas

Meeting Results

Door Prize Winners

Congratulations to the following participants in the Artist of the Month Competition and door price winners!

Dot Blalock

Sharon Chaparas

Linda Whitataker

Special thanks to our November demo artist Sherrie

Artist of the Month

Tootle for showing us her amazing work in Fiber Arts.

1st - Linda Wood Shotwell

2nd - Susan Murray

In Our Galleries

Currently (Oct 27 - Dec 26)

Coming Up (Dec 29 - Jan 30)

Large - For the Love of Birds Exhibit by Jan Partin and Sherry Hornish

Large - Colored Pencil Society of America Exhibit by Helen Bailey (pending)

Small – Susan & Friends Exhibit by Susan Murray

Small - IAA Holiday Art Exhibit

Reception will be on Jan. 12 2-4pm

December in Preview

IAA Annual Christmas Party

IAA Open Art Night

Tuesday, Dec. 17 7pm-9pm

Friday, Dec. 13 6pm-9pm

Please bring a small gift (\$15-\$20 value) and a covered dish to share.

A great opportunity to work with fellow artists!

Please bring your own supplies and work.