



Portfolio Day Artist Statement

Your artist statement is an important piece of any artists' work.

Often "artist bio" and "artist statement" are used interchangeably. The difference between these two things is minimal. The bio is focused more on you and your career, and the artist statement is about you but tailored toward a specific project or exhibition or in this case your portfolio.

Talking and writing about yourself is hard and, at times, painful. It sounds like bragging. Or you don't think you have anything special to brag about. Fear not. It's not bragging; people really want to know about you and what makes you the artist that you are.

Artist Statement Should Include:

- Up to three paragraphs (should fit on one page)
- Why
- Core Values
- Mission

Sample

I write and interview artists because I'm passionate about telling their stories and creating a better understanding of the artistic process. My purpose is to help non-artists learn how creativity happens so that they can grow and embrace the arts with a deeper appreciation. My brand, which is The Incurable Optimist, is built on the foundation of empathy and vulnerability as the true path to pure artistry.

Template

I [action word--create, paint, photograph, etc.] through/with [method/means/what you do] because I'm passionate about [your Why] and [core values]. My purpose is to [your Why] for [target audience] who want [thing they are seeking from art, whether they know it or not]. My brand, which is [specific aspect of your art that sets you apart], is built on the foundation of [core values].