



MOST – Mansfield Open Studio Trail

Dear Artist,

To help you get organised for your MOST registration, we have gathered some good advice for you. Tips include how to take some good photos and write your long and short artist bios.

Allow plenty of time to gather all the required elements for MOST registration together! Registrations close on the 31st May at 5pm. NO late registrations will be accepted.

Please have all the following information ready **BEFORE** filling in the registration form online. It cannot be saved and returned to.

1. Short Artist Statement: - must be between 35 and 50 words about your practice/work/studio for social media. Must be written in the 3rd person eg. Sue Smith is an artist...
2. Artist Bio: - Must be between 150-250 words about, your work, your studio, and what inspires you. Must be written in the 3rd person eg. Sue Smith is an artist... (TIP:-Write it in Word then copy it here. Proofread and spell check first!)

This will be on your Artist page on the MOST website. See an example [here](#)

3. Artistic C.V (optional) max 1 page. word doc. or pdf
 4. Certificate of Currency for home/business insurance, with public liability, to be uploaded as a document, pdf, or jpg image. NAVA, CRAFT Victoria, and Australian Ceramics Association have good public liability insurance with Premium memberships.
 5. Social Media: - Facebook and/or Instagram account URLs. (It is highly recommended that you have a social media account with either or both, to help promote and show your art, but it is not compulsory).
 6. Provide 3 - 7 good-quality photos of artwork made within the last 12 months, and 1 self-portrait (preferably in-studio). See an example [here](#).
- These images will be used for marketing purposes by MOST.
 - The image must be a minimum 2Mb - maximum 10Mb, in jpg format.
 - Please label the file as follows in lowercase: - firstname-surname-image-title.jpg
 - 2-dimensional work should have NO background, just the painting/drawing, etc.
 - 3-dimensional work should be photographed with a plain background, or for sculpture, with as little background distraction, or else in situ, i.e a garden setting



Photographing Artwork Tips

Artists: 8 Tips for Photographing Artwork With a Phone

1. Shoot Photos in JPEG Format. ...
2. Consider the Background. ... get rid of distractions. Use a plain card, style objects.
3. Find the Good Light. ... natural daylight is best, on a bright cloudy day.
4. If There's No Good Light, Create It. ...
5. Focus the Phone. ...
6. Adjust the Brightness. ...
7. Hold Your Cell Phone as Steady as Possible. ...use a tripod/table and self-timer
8. Play With Editing Software. Crop so a painting fills the whole frame, use an art placing app etc.

<https://www.artworkarchive.com/blog/4-steps-to-photographing-your-art-like-a-professional>

<https://www.format.com/magazine/resources/photography/photograph-artwork>

There are several photographers in the Mansfield district. Ask them for help or to take photos for you.

Tips for writing an artist statement

Answer the following questions, in the THIRD person, ie Anne Jones is an artist

- *Who are you and what do you do?*
- *Why do you do what you do?*
- *How long have you been making art?*
- *What medium do you mainly work with?*
- *Do you have any formal training in making art? Or how did you learn to make art?*
- *What subject matter do you mostly focus on, or what does your work aim to say?*
- *Do you enjoy experimenting? How and why? Or do you prefer to explore everything about one particular idea?*
- *What is your creative process?*
- *Where do you seek your inspiration?*
- *What's the most challenging thing for you about being an artist? How do you overcome this?*
- *What are your hopes for the future? (To explore different techniques; to enter my prizes, or have more shows etc.?)*

Tips for writing an artist statement – Source: NAVA factsheet

- Think about who your reader is. Although intelligent, and well-versed in art, your reader may not be aware of technological jargon. eg. computer generated imagery not CGI or recent philosophical arguments or art speak, eg. not everyone knows about Bourriaud's relational aesthetic). So, write appropriately and explain anything that is too esoteric.



- Use active language, taking out all adverbs and the bulk of adjectives. Make your verbs work for you.
- Say it out loud before you write, and read it out loud after you have written it. This helps you to find language that ‘speaks’ with your voice, and weeds out pretension.
- What elements of your work have been strongest so far?

What themes or concepts are you developing?

Focus on what makes your work distinctive, rather than what makes it similar to other established work.

- Less can be better. Sometimes 5 or 6 strong sentences are better than a meandering, grandiose piece of writing.
- Write with clear, concise, descriptive language and keep the voice of your artwork in mind– if your work is light and humorous, for example, reflect that somewhat in your language
- How will you do it - what is the method/process of your practice?
- Focus on saying what the work is, not how great it is.
- Get outside opinions. Test your statement by sharing it with a non-specialist reader. Does it make sense to your mum/neighbour/friend from high school?
- Allow yourself plenty of time for re-writes!

Structuring Your Artist Statement

Your artist statement in the context of a grant application is a future-focused vision of the artist you are aiming to become.

It should focus on the content and objectives of your art practice.

What are you all about as an artist?

As you grow confidence in your writing, you may choose to try different structures out, but it may be helpful to start with something along the lines of this sample structure. As example, you may consider addressing the following :

Paragraph 1. (50 words)

- What is your current practice all about? What/how/when/where?



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- What are your main concerns/interests as an artist what do you really care about in relation your work.
Why does it matter to you?

Paragraph 2. (50 words)

- Aims: how will you consolidate past work and develop your future practice?

Paragraph 3. (50 words)

- Outcomes: how will it contribute to the art field?

This sets your work in a context and also shows originality.

What is an Artist Bio?

On some occasions, you may be asked to provide an Artist Bio (short for biography).

This is a text that outlines important biographical data and key achievements in your practice to date.

The Bio serves as a summary of your curriculum vitae and is used to highlight only the most impressive details of your education/prior experience, accolades and activities as a professional artist.

It can be written in either the first or third person, depending on the situation.

Tips for writing a short Biography:

- Tailor to any specific requirements/ eligibility outlined by funding/hosting body. i.e. for MOST, we require you to write your bio in the THIRD person.
- Choose your most significant professional experiences and develop the really good ones.
- Don't try and pad your experience, as this will only undermine your legitimate achievements.
- If you've had 2 solo shows and 20 group shows, expand the solo shows a little and cluster the group ones.
- Don't say you're the expert, rather demonstrate your experience and expertise by evidencing and highlighting it in your bio.

How to Structure Your Artist Bio

Sample Structure: Source Bluethumb



First paragraph:

- How long have you been making art? Or how long have you been making art full time?
- What medium do you mainly work with?
- Where are you based?
- Do you have any formal training in making art? Or how did you learn to make art?

Second paragraph:

- What are you trying to achieve with your art?
- What subject matter do you mostly focus on?
- Do you enjoy experimenting? How and why? Or do you prefer to explore everything about one particular idea?

Third paragraph:

- What is your creative process?
- Where do you seek your inspiration?
- What are your hopes for the future? To explore different techniques?
To enter more art prizes?

Information in this factsheet is presented as general information only and should not be relied on as legal or financial advice. Legal advice should be sought on specific legal issues.

Source: - <https://visualarts.net.au/guides/2021/artist-statements/>

Another helpful source is from online art gallery – Bluethumb - <https://bluethumb.com.au/blog/how-to/write-artist-bio/>
www.mostmansfield.com.au manfieldopenstudiotrail@gmail.com 1 April 2024