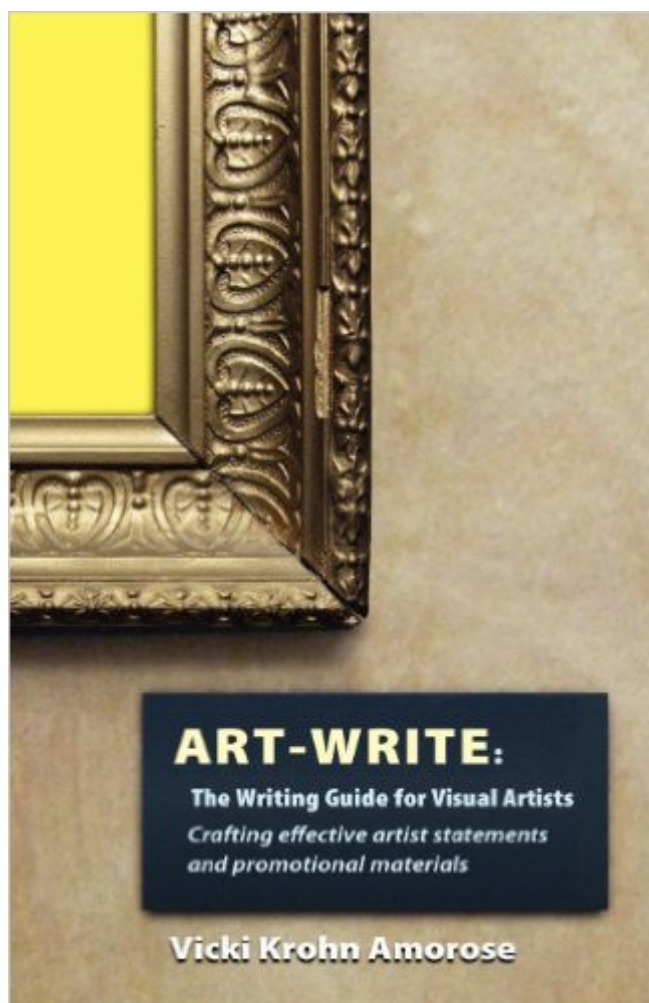


The book was found

# Art-Write: The Writing Guide For Visual Artists



## Synopsis

Art-Write: The Writing Guide for Visual Artists has a single intention: To teach artists how to write about their own artwork. This concise and current career resource is filled with achievable advice on how to write for art promotion and sales. The book offers a step-by-step approach to create a professional artist statement, with thinking and writing exercises to ease the process and develop authentic and clear content. Opportunities in the art world often begin with the artist's own writing; for exhibitions, funding, press releases and email inquiry letters. Art-Write offers comprehensive direction to artists who want to enhance their visual work with effective language. Author Vicki Krohn Amorose combines the sensibility of an artist with the practicality of a copywriter, offering an understanding of her readers along with generous wit and encouragement.

## Book Information

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## Customer Reviews

"ArtWrite" is that rarest of "how to" books: one that delivers on EXACTLY what it purports to do--teach you how to write about your art--and does so with high-beam clarity and entertaining wit. The author's easy-to-master, step-by-step approach to writing an artist's statement would in fact be useful to any writer because it focuses on and expertly demystifies the one essential element to all good writing: how to clarify one's thoughts and intent before putting pen to paper (or fingers on the keyboard). The book's real-life example of a working artist and her struggle to "explain" her work in a statement is especially illuminating.

Finally, a book for artists that's just as essential as a properly primed canvas! If having the right tool

for the right job is important to you - then you'll want to get this book and begin using it right away. The author expertly guides you through the necessary steps to construct your own, well-articulated artist statement. It's easy to follow and a fun read. Seriously, I wish I had this book years ago. It's practical but very sensitive to the special nature of the reader. With this book as your guide, and Ms. Amorose's assuring and supportive encouragement, you'll get over any reservations you may have about expressing exactly what you want to convey in the written context. Get more of your work out there and be better understood, in clear language, to deepen your connection with those who experience your work. Required reading? YES!

This book is a true find. It is a well written how-to book which breaks down the different types of writing which visual artists are required to do and gives you tools to just do it! The exercises are thought provoking and help the art-writer to zero in on the truth about their work and while building a personal bank of word pictures. Art-Write is direct and practical. Vicki Amorose is a congenial guide and a visual artist as well as writer. She offers tips and advice as an insider while respecting the obstacles that many artists feel when asked to write. The exercises are well structured and ease you through to a finished product. This is the kind of book that every artist will want to have on their shelf as a basic go-to resource. It eliminates the dread of writing. Ms. Amorose talks about the importance of being able to reach out to the art market with your own words in order to keep making art. And she is right. Art-Write.

I read this book just in time as I am applying to art school. I was stumped about where to begin, however, after reading a few chapters and looking over the very helpful template, I felt less overwhelmed. I feel it really helped me to concisely articulate who I am and what I do as an artist. It is a must have for all art students and professional artists. Art-Write is a fun read too. There is great advice and humor throughout the book which helped me relax a little. Writing about your art doesn't have to be pretentious.

I got this book because I wanted to be able to market my creations better. I need to write blurbs about my creations for applications for juried shows and also for my online presence. What the author did for me was actually to help me focus my thinking about what I actually do, which was something I hadn't thought about. By focusing my thought, I'm actually focusing my end product, and I feel like I'm heading in a direction finally. The author gives clear step-by-step instructions on how to write about your art, plus prompts and ideas to help you get the words going. There were

plenty of types of writings that seems irrelevant to what I need at this time, but what I got out of this book is so much more useful than any other type of marketing book I've read thus far. It's practical in a way that many authors just never get around to fulfilling.

This book focuses primarily on how to construct an artist statement, and then discusses how you can use this basic building block to create the other written materials that you will be called upon to produce as a working artist. It touches lightly on bios, resumes, press releases, and cover letters. As a curator, I cannot express enough gratitude for this book. It clearly explains the difference between an artist statement and a bio. It has simple, concise, and useful exercises to help folks that may be intimidated or stuck while constructing their statements. I especially appreciated the "fill in the blank" exercises, and a word list to help artists find exciting and simple ways to communicate ideas. This book discourages artspeak, and talks about the value of building a bridge for your viewer (so that they can connect with your art and with you)! I will be recommending this book to everyone that works with me, and I certainly wish that I would have found it earlier in my personal journey.

Vicki Krohn Ambrose covers all of the major types of written artist/public, artist/media, artist/gallery-collector-critic communications now required of both beginning and mid-career artists. This is a book that I now have added to required reading for all of my students in the Fine Arts Department at Pratt Institute. This is a book to read and keep in any artist's library for future reference.

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