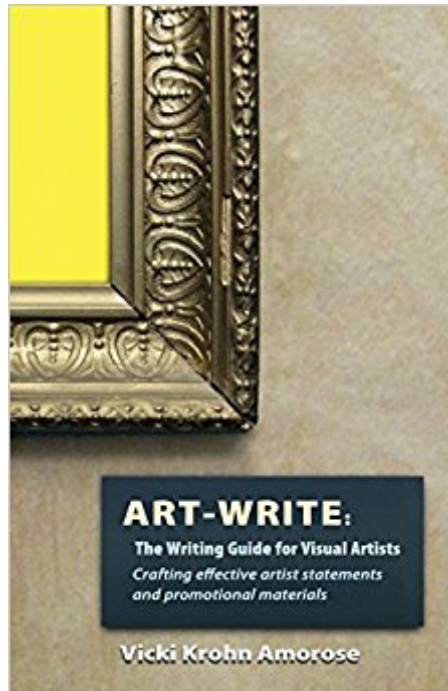




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# Art-Write: The Writing Guide For Visual Artists



## 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

"I will be recommending this book to all the artists I coach. It takes the fear out of writing a statement by breaking the task down into doable and even fun steps."- Gigi Rosenberg, author of The Artist's Guide to Grant Writing "This charming book will help to jump-start those who need more words and more tools to get their statement going."- Brainard Carey, author of Making It in the Art World "Art-Write is a terrific resource for artists. The writing prompts and "Word Coffee" are worth the price of the book alone." - Alyson B. Stanfield, author of I'd Rather Be in the Studio! "Solid advice in a no bullshit form. Vicki Krohn Amorose 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." -Professor Jos. A Smith, Pratt Institute

For today's artist, writing skills are essential to self-promotion, connection, and ongoing career opportunity. ART-WRITE guides you to: Convey what you do and who you are as an artist Connect with the viewer Write to represent yourself for funding, exhibition materials, proposals, and websites Get over your fears of writing to promote our art Describe your work with confidence and clarity

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 seem 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.

Vicki has done a wonderful job in writing this book in at least two ways. My mother was an English teacher but bless her heart, I could not grasp a thing she tried teaching me about pronouns, participles and paraphrases. I tried two different college courses in English Comp and failed both. Many years later just when the student is ready, wa-lah....Vicki's book shows up and wow...did things start to click and make all kinds of sense! It is amazing how she was able to boil all those 'ugly' little rules that help us talk down into an easy to read format, focused directly towards the creative mind. So, not only was she able to demystify the English language, but she was able to do it with clarity for those of us that have always had trouble grasping the finer points of writing. And amazing as all that seems (to me at least), the way she helps the artist gain an understanding of their own work is a gift! After completing the exercises, I believe I will not only have the ability to write about my work so that others may understand it, but I will be able to communicate better and sound more intelligent in other areas of my life as well. Thank you Vicki

I had spent hours trying to emulate other people's artist statements. After reading this little book I

have rewritten mine, as well as other documents. and like them much better now. This easy to read book is about communication (What a concept!) : what you write should be a BRIDGE between YOUR ART and the PUBLIC. This may sound simplistic, but in fact, lots of Artists statements are pompous monuments and do not explain clearly why you really do Art, and above all why the public should be interested in you and like your Art, and buy it. You need to EXPLAIN, in simple short sentences, what you are doing !for 10 bucks, you'll get an excellent How To book, don't hesitate, it is worth every penny !

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.

Thank you very much for your wonderful book, Vicki! It truly is a helpful book. I would highly recommend it to my friends who are artists and I'm sure they would find it extremely useful for all their writing and presentations. English is my second language and it was easy for me to read and understand; it is very well written. I love your book", Vicki!

No matter what type of artist you are, you need this book! I bought this in both the paperback AND the e version, that's how much I love this book! Vicki will walk you through the process of writing Artist Statements, bios, resumes, and so much more. Buy it now. You won't be sorry!

As a Language Arts and Art teacher, I have found this book valuable. While teaching the writing process I have often referred to Part One: Develop Your Artist Statement, which has excellent prompts, word lists, sentence structures and general rules on good writing. In my art class these same sections help my students reflect on and write about their own art. I appreciate that this book can be used in a variety of teaching situations and have helped my students recognize the connections between themselves, their art, the audience and the power of the written word.

This book presents a really clear format for helping artists, or any creative person, begin the process of writing about their work. It has a series of exercises that guide you through the process of focusing on how to write for a specific audience and purpose. If you need to write about what you

make and need some help getting organized this is the book for you.

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