

Biography Help: Get straight to the point



Your documents to review what should be in a short (not CV bio in the gallery)

For the basic info, stick to your highlight reel! While it might be important to you, most customers aren't going to make a purchase because they know your cat's name, where you went to high school, or how much you have struggled to "get where you are today"

These are the items that usually make for a more interesting read to lead with your inspiration.

- Where you are currently based.
- Your art medium(s) and special techniques.
- Inspiration and what you are passionate about.
- Your biggest achievements. This can be awards, high profile clients you've worked for, or gallery shows.
- Your website and point of contact.
- Use the backside to provide samples of your artworks.
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Tip: When describing how long you have been doing something, use the year you started. Example: "since 2013" vs. "for 5 years". This way you won't have to update it every year.

Your artist biography should be a summary of significant facts about your art career written in third person. Begin by introducing yourself with your name, medium, and some background information. Where you work, and when you first became interested in art. Next, discuss any art training or schooling you had and degrees earned. If none, state you're self-taught.

Then move on to discuss your exhibitions, awards, and any other professional achievements. You can also mention if you're featured in any important collections or prominent art publications. But, be sure not to overwhelm the reader with too much self-promotion - choose the best nuggets.

End strong with any exhibitions, residencies, or projects.

What bios should not do

- Function as CVs. Do not include where you were born, long lists of previous exhibitions, or collectors, or awards.
- Use hyperbole (such as "greatest," "renowned," "highly recognizable") or subjective interpretations of the artist's work (such as "beautiful," "striking," etc).
- Include artist quotes.
- Include non-evergreen information that will need to be regularly updated (e.g. auction records, referring to works or exhibitions as "recent," current gallery representation, noting where the artist currently lives).
- Include links.

All artists need Business Cards here are a few website to check out.

<https://www.vistaprint.com/>. (\$12.99) 250ea, <https://www.amazon.com/> (\$6.00 – 100ea)

<https://us.bizay.com/> (\$8.00 – 500)ea