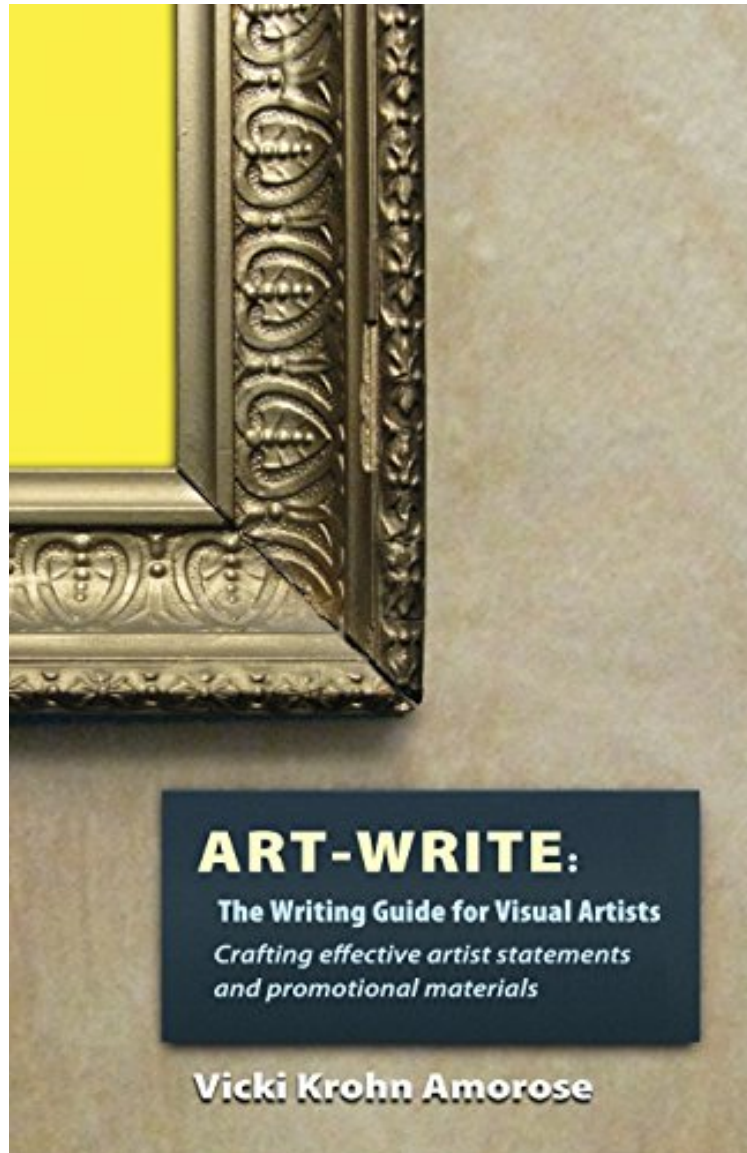


(Free) Art-Write: The Writing Guide for Visual Artists

## Art-Write: The Writing Guide for Visual Artists

Vicki Krohn Amorose

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**Vicki Krohn Amorose : Art-Write: The Writing Guide for Visual Artists** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Art-Write: The Writing Guide for Visual Artists:

12 of 12 people found the following review helpful. Clear instructions for writing about your art By LuckyNKYI 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 what 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. 3 of 3 people found the following review helpful. Amazingly clear, concise and useful !By Frederic LecutI 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 !5 of 5 people found the following review helpful. Solid Advice Delivered In A No-bullshit FormBy Jos.A. SmithVicki 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.

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.

"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

From the Back Cover

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