

Professionally Produced Support Materials for Artists

Professionally produced support materials provide the most effective presentation of your work to prospective clients and exhibition venues. Writing services include essays, artist's statements, promotional cover letters, biographical summary, press releases, media releases and pitch letters.

Essay:

300 words

Intended as a general description and discussion of work for use by you, a gallery dealer or museum professional. Ideal for use on your website, or inclusion in promotional materials in support of an exhibition or event. (Not intended as a scholarly discourse but more as an introduction to the artist's work.).

Artist Statement:

aprox 250 words

The artist's statement is based on an interview with you and a review of your work, placing your work in an art historical and a contemporary context.

Promotional Cover Letters:

Effective, market-directed, and "personalized" cover letters to assist you in the professional presentation of your artwork. These cover letters target separate venues or areas that are appropriate for your artwork (e.g., commercial galleries, museum curators, corporations or pitch letters for the press including general media, art critics, radio and television). The thrust of each letter is directed towards a specific reader and situation. The focus of the letters is to encapsulate pinnacle achievements in a career so that the reader will carefully review all materials submitted. The close of the cover letter will have a call to action to the reader that will stimulate a follow-up situation.

Artist Biographical Summary:

1 page

Summarizes your overall career accomplishments in the areas of exhibitions, reviews, collections, honors and grants, education, and travel related life experience. Its purpose is to communicate that you, as an artist, are "substantial and significant."

Press Release:

up to 2 pages

Two-page press releases are created in conjunction with an exhibition, event or award. The press release is written to maximize "getting the word out" through the media about the event.

Fees upon request