

REQUIRED ARTIST'S STATEMENT

The purpose of requiring an artist's statement is twofold. First, we want the public to have a deeper understanding of the work they are viewing and, hopefully, buying. Understanding even a little about the artist's process and philosophy greatly enhances the public's enjoyment of the show—and makes them more inclined to buy. The statement also opens the door for questions about the work. If at least some information is provided, people are less intimidated and feel more comfortable approaching the artist.

The second reason applies to a very small percentage of artists. Requiring that an artist provide a statement has been suggested by the National Association of Independent Artists (NAIA) as a step that show directors can take to thwart those few artists who misrepresent themselves.

Follow these directions and preparing your statement will not be difficult or time consuming. It should be easily understood by everyone. So:

- The statement should be brief and easy to read.
- Statements should be **typed** on 8 ½ x 11" paper, vertical format, neat, professional, and representative of the quality of your work.
- **A recognizable image of the artist** must be taped *or* photocopied onto the statement.
- Information which must be included:
 - Artist name and medium
 - Description of materials and process(es) used
 - Who does the work (if assistants are used, how are they involved and what do they do)

** Please do not incorporate your artistic vision into the above information. It can be **added at the end if you choose**. It is not that we do not consider it to be important, but it does not address our specific purpose in having this statement. Also, the abstract nature of these descriptions can be very confusing instead of enlightening.*

Please return **one copy** of your statement, including image, with your contract. As this statement is a requirement, ***your contract will not be considered valid until we have received it***, and the contract deadline remains the same. The original (hardcopy) of your statement and photo must then be displayed in a prominent place in your booth. Please feel free to have any supplemental information you would care to share with your audience as well.

Photocopies of images are welcome. Photos will not be returned.

Please see the back of this sheet for an example ⇒ ⇒ ⇒

ARTIST INFORMATION STATEMENT

BELLA BEAUCART

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MEDIUM: Painting

I am the sole creator of each of the egg tempera paintings on display. My son prepares the smooth wooden panels on which I paint and assists me in grinding the pigments that I use to make my paints.

Egg tempera paint is a mixture of raw, dry pigments blended first with small amounts of water and then with egg yolk. The yolk helps the paint flow smoothly and, after it dries, binds the pigments to the wooden panel surface. The application of the egg tempera paint on the panel is a very slow and deliberate process. I use small, pointed brushes to lay in the first thin strokes of color. I cover the entire surface with a network of these paint strokes and often build up several layers of paint. Egg tempera generally does not yellow or darken with age, and unlike oils, requires no finishing varnish or sealant. The history of the egg tempera medium, which can be traced back to the ancient Greeks, is testimony to its longevity and its beauty through the ages.

My subject matter originates from my memory and my imagination. I first develop my ideas through a series of sketches, and then draw the chosen composition directly on the prepared wooden panel using charcoal. I begin painting the thin layers of color, then gradually build subsequent layers of paint until I achieve the desired color density over the entire surface.

Please feel free to ask any questions about my paintings or about my egg tempera process.

Bella Beaucart