



# ARTIST HANDOUT

WRITTEN BY THEOPHILUS TETTEH (NiiOdai)

## **GENERAL TIPS YOU SHOULD KNOW BEFORE STARTING OFF YOUR ART CARRIER**

1. Knowing how well art has been accepted and projected in your country. This will bring to your attention how art is being valued in your country.

a. Value is form of a barrier breaking object. ( When your people value art your chances of sailing through are very easy and optimistic since they already understand the game)

b. Value automatically means your talent will be accepted and appreciated.

c. Value implies that a buyer or collector can boldly buy or invest in your art.

2. Identify the cities that have galleries, exhibition arenas and as well engage in art activities.

This will help you find the community you belong and understand your talent language.

3. Identify specific places that support artist in exhibiting their talent and works.

These may include,

I. HOTELS

II. RESTAURANTS

III. NATIONAL THEATERS

IV. GALLERIES

V. PUBS

VI. MALLS

VII. INTERIOR OFFICES ETC.

## **VISIBILITY**

I. Associate yourself with emerging artist and acclaimed artist .

This help you to recognize as one of them.

Moreover, you are likely to get information about what is going on in the industry

II. Attend art exhibitions in your local community, state or city.

This will present you with different works and styles of work. ( Mostly galleries invest and exhibit works that are already selling or works that will be able to sell). This will you draw inspiration in what to draw as a beginner.

III. Join a physical and active art association and group in your local community or nearest city

IV. In the world of technology and internet.

You can create an online platform with your art brand name and contact details.

Constantly share your artworks and studio sections (but avoid flooding your artworks so collectors can contact your directly for more of and your artworks.

## MONETIZING VS BRAND BUILDING

1. Have it in mind, that you are in to sell .

This factor is very vital, because you will need money to survive in the industry before you can even make a Name for yourself.

**Secondly**, you will need money to buy materials and equipment to even explore your creativity.

Frankly speaking, aside artist drawing for the mere facts of exploring their habits, every artist needs money to motivate them.

In spite of surviving, selling one artwork serves as a great motivation and inspiration to what you are doing without people verbally professing that to you.

2. Knowing the art Market and what is selling?

Though every art, has a lover and a buyer Some kind of art and styles takes time and effort to be accepted, especially if it is coming from an upcoming artist.

On the other hand, some arts are also constantly purchased for interior purposes, even if is not purchased by high renowned collectors.

Identifying this kind of work, can make you stay on surviving level before you make a rise.

## BUILDING A BRAND

Before coming to this point ,at least you have acquired experiences in the industry, your knowledge has build up and you have received monetary motivations which can sustain you for a period of time.

Building a brand is more like taking a professional risk. But this risk needs to be taken to shoot up your maturity in the industry.

1. What is brand building? Brand building is a step by step way of crafting yourself professionally, in relation to your art and pricing .

### 1. Branding your art

This requires you coming up with a unique style but sellable art which differentiate you from the many artist in the world.

A. unique style implies that someone should be able to come across your work outside your territory without looking at your signatory and Still identify you as the artist and master brain behind the work.

B. Generating a unique style means you should identify a specific art style you want to approach. This should be a style you are conversant with and can be creative about.

Below are a few out of the many ✓ Surrealism. ✓ Cubism ✓ Abstract. ✓ Expressionism ✓ Realism. etc.

C. Carefully select a medium you would want to use.

D. Try creating something out of your true self, inspiration and talent.

I used TRUE SELF because you are unique in this world and something different will definitely come out of you.

E. After creating be self confident about it and resilient about pushing it

### 2. PRICING

Pricing is very vital in brand building.

Just as branding is step by step so it Pricing .

**DO NOT OVERPRICE.** Take it gradually on each level you attain .

# **CREATING CONNECTIONS WITH ONLINE AND OFFLINE GALLERIES.**

## **1 . OFFLINE GALLERIES**

A. Be on the watch for an upcoming exhibition. When you get to the host gallery , approach the organisers and people in charge. Friendly introduce yourself to them as an artist .Visit the gallery frequently if possible for viewing purposes. On this agenda, you gradually introduce your works to them and your desire to exhibit at their venue in the future .

B. Carefully prepare your CV ,PROFILE AND PRINT YOUR ARTWORKS in a documentation form and submit to galleries ( As form of filing a request)

## **ONLINE GALLERIES**

Some are freely joined by just creating a portal .Whiles others require a gallery representation. Focus on the free ones and create a portal .You can become visible among millions of people through your consistency and attractive portal. It may seem impossible at the start but be consistent and give it time

### **NOTE :**

**YOU ARE NEW IN THE SCENE AND YOU HAVE TO MAKE EFFORTS TO BUILD CONNECTIONS.**

When you finally make a name a or hits the limelight, Galleries will automatically come after you.