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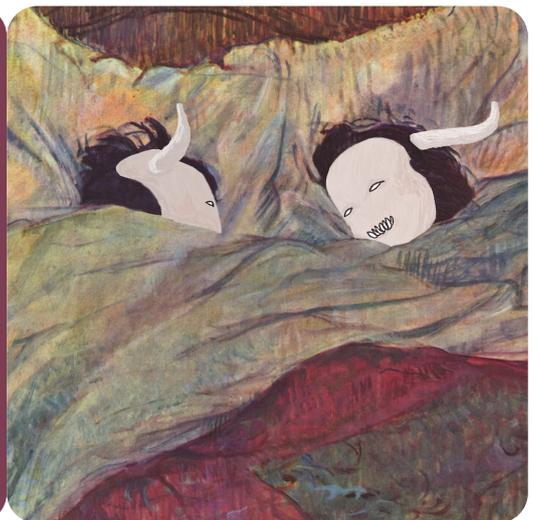
Lola Ramos

Tricks and tips from Lola Ramos



*Lola Ramos is an independent Brazilian multimedia artist living and working in Lisbon. Her practice began in 2016 with **Monstruosidades Diárias**, a series of illustrations portraying monsters in mundane daily activities, shared on social media. This project led to invitations for cultural space interventions and, soon after, to street-based public art. In 2018, during an artist residency in Buenos Aires, she began exploring the connection between monstrosity and the representation of the feminine in art—a line of inquiry that continued through her master’s project **Selvática** and into her current PhD research on the legacy of witches in Portugal and Brazil. In parallel, she has studied storyboard, screenwriting, and animation, and has developed a range of solo and collaborative projects, particularly in music videos and short animated films, where she works as both animator and director.*

The artist’s studio: is a separate space necessary for productive work? What are the absolute essentials in your working space? What advice would you give to emerging artists in terms of setting up a studio/working space?



I definitely think that having a space to create is really helpful to the whole process. You need a space to lay things out, leave them there overnight, and come back fresh the next morning to see them with new eyes. This can be a space in the house too—just somewhere separate from your leisure and personal setting. Working with digital art makes this easier, since you rarely need a lot of space, but to create physical pieces I believe that having a large table and some storage space are the essentials. Making things easy to reach also helps a lot, so you don’t have to think and go on a side quest when you are in the middle of creating something.



Earning a living from art: what steps are necessary to make a living selling artwork? Please share your experience of developing a website/social media pages, communication with wider audience and potential buyers, working with online and offline galleries, etc.

I am still on my way there. For me, something essential to not stop creating art was finding work that is coherent with my creative time. I have taught classes, done design work, illustration, animation for music clips—all things that would be doable part-time and that would allow me to still have creative juice to keep working on my own stuff.

I've had my website since I first started working with illustration and animation, and before I actually had people hiring me to do anything creative, I would come up with my own projects and post them there. Social media is also a must for creatives, although it can be really exhausting to maintain an online presence, and create things, and have a side job that helps with the bills.

I've noticed in practice that people really appreciate being part of the process—seeing the behind-the-scenes and uncovering the mysteries of how art is made. Maybe this takes away the magic for someone, and it might not be for everyone, but it is a way to reach people for sure.

Other than that, real in-person connections are fundamental: getting to know people, working together, asking for help, having conversations. Most of the time, artists tend to work a lot by themselves, but being able to team up and count on people in different ways can help a lot in terms of getting things done and reaching people.

Staying inspired: please tell us what you do to keep being an inspired creative. Is it necessary to take breaks from your work? How can an artist maintain their creative curiosity? Does your inspiration come from within or outside?



It can absolutely be helpful to take breaks from work. There are days when things flow well, there are days that it isn't so, and you have to push yourself a bit, and there are days when no amount of pushing helps, and you have to respect those too. These are good days to look for inspiration: looking at other people's art, going outside, seeing new things, meeting someone for a casual conversation, or just staying in and giving yourself a chance to recover.

I am constantly looking at art, films, music, and books. All of these inspire me a lot. It is also helpful to have a goal in mind to keep creating—open calls, exhibitions, or a self-imposed project with a deadline.

