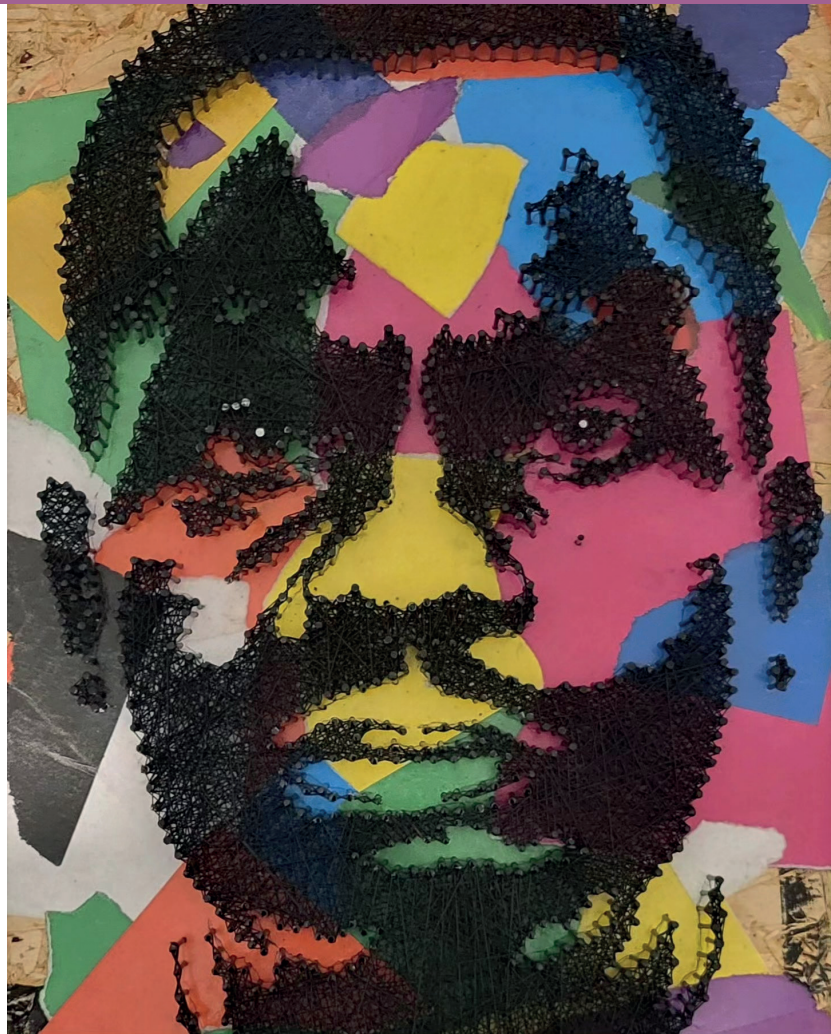




BEOPEN
art

Omotoyosi Ogunlende

Tricks and tips from Omotoyosi Ogunlende, theKraftzone



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?

A separate studio space can definitely enhance focus and productivity for many artists, but it's not strictly necessary. What matters most is having a space, however small or modest, where the artist feels mentally and physically free to create. Some artists thrive in dedicated studios, while others produce brilliant work from a corner of their bedroom, a kitchen table, or even outdoors. It all depends on the individual's workflow, medium, and discipline.

The absolute essentials in a working space include:

1. Good lighting—natural light is ideal, but adjustable artificial lighting is also important, especially for detail work.
2. Comfortable working surface—whether it's an easel, desk, or table, it should suit your medium and posture.
3. Storage and organization—keeping tools, materials, and works-in-progress organized can save time and reduce stress.
4. Ventilation—especially important for artists using chemicals, paint, or other materials with fumes.
5. Inspiration and focus—this could be music, mood boards, books, or simply a clutter-free environment.

Advice for emerging artists setting up a studio/working space:

Start small and grow as needed. You don't need a perfect setup to start making art. Use what you have and refine it over time.

Prioritize comfort and functionality. A clean, well-arranged space helps creativity flow more easily than a chaotic one.

Be resourceful—use second-hand furniture, repurposed containers for tools, or portable storage if space is tight.

Make it your own—personal touches that inspire you (photos, quotes, art) can turn even a small corner into a motivating workspace.

Set boundaries—if you share your living space, try to set boundaries around your art time and space to preserve your focus.

Ultimately, the studio isn't just a physical space—it's a mental one. What matters most is creating an environment where you feel free, focused, and inspired to work and be dedicated.

Earning a living from art requires both creative skills and business strategy. Many talented artists struggle not because of a lack of ability, but because they don't know how to market themselves or how to connect with potential buyers.

A few tips:

1. Build your brand and online presence

Website and social media pages development is essential. Your website acts as your professional portfolio. It should include:

- A gallery of your work (with prices if you sell)
- A bio or artist statement
- Contact information
- Optionally, a shop or links to where your art can be purchased

Social media (especially Instagram, Pinterest, and TikTok) is a powerful tool for reaching a wider audience. Key tips:

- Post regularly and consistently
- Share behind-the-scenes content to show your process
- Engage with followers and other artists
- Use hashtags to reach niche communities (e.g., #figurativeart, #blackartists, #acrylicpainting, #stringart)

2. Communicate effectively

Learn to talk about your work in a way that connects emotionally or intellectually with your audience. When sharing your art:

- Tell the story behind the piece of work
- Explain what inspired it
- Let people know how it was made (techniques, materials)

Potential buyers often connect more with the why than just the what.

3. Work with galleries (online and offline)

Online galleries like Saatchi Art, Artfinder, and UGallery can help expose your work globally. Be mindful of their commission structures.

Offline galleries and pop-up shows are great for networking and building local support.

When approaching galleries, be professional: send a well-crafted artist statement, portfolio, and CV.

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.

4. Diversify income streams

Selling original artwork is just one way to make money.

Other ways include:

- Offering prints or digital downloads
- Commissions and custom work
- Teaching (workshops, courses)
- Licensing your art for use on products (via sites like Society6 or Redbubble)

5. Invest in the business side

Track expenses, set realistic prices, and reinvest in materials and marketing.

Tools like Etsy or Shopify can help manage orders and payments.

Final advice to any artist:

Start where you are: use free tools and build gradually.

Be persistent: success takes time, and consistency beats bursts of effort.

Stay authentic: people connect with the artist as much as the art. Be yourself.

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?

Being inspired as a creative is both a personal journey and a conscious practice. For me, inspiration comes from a mix of internal reflection and external experience. Sometimes it's sparked by a feeling, a memory, or a question I can't let go of. Other times, it comes from walking through nature, people-watching, reading, listening to music, or visiting exhibitions—anything that stirs emotion or curiosity.

Is it necessary to take breaks?

Absolutely. Creative burnout is real. Taking breaks isn't about laziness; it's about renewal. Stepping away from the work allows ideas to breathe and evolve subconsciously. I often find that my most original thoughts come when I'm not actively trying to "force" creativity—during a walk, in a shower, or while journaling.

Maintaining creative curiosity:

- I keep a visual or written journal, sketches, color palettes, quotes, or snippets of ideas that catch my attention.
- I follow other artists whose work challenges or excites me, not to copy but to expand my creative vocabulary.
- I experiment new materials, new themes, or even working outside my comfort zone keeps things fresh.
- I allow myself to play, not every piece has to be a masterpiece. Curiosity thrives in freedom, not under pressure.

Where does inspiration come from?

For me, it's a dialogue between the inner and outer worlds. Emotion, imagination, and introspection shape the meaning, but the outside world, i.e. people, landscapes, objects, sounds, often provides the triggers. Sometimes it's a subtle detail, like the way light hits a wall, or a passing comment that opens up an idea.

Art is life, life is art.

