

EASTERN EUROPEAN ART

Victory Art

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

WELCOME

Before we begin

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



SEMINAR SCHEDULE

Add to your calendar

- 30.09.2021: The art industry and market part 1
- 07.10.2021: What do the art industry and tech have in common
- 14.10.2021: Art industry from a business perspective
- 21.10.2021: How to stay consistent and build your brand
- 28.10.2021: HOW TO BUILD A KICK-ASS PORTFOLIO
- 04.10.2021: Advice and recommendations for artists, working across borders, and how diversity can be a key to success
- 11.11.2021: How to reach your audience
- 18.11.2021: Social media strategies
- 25.11.2021: Building partnerships with galleries
- 02.12.2021: Building partnerships with galleries for collections
- 09.12.2021: How to build and maintain relationships with your clients
- 16.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

SEMINAR CONTENT

What we will discuss

Know yourself part 3

- How to create a professional portfolio
- How to make your professional portfolio stand out



KNOW YOURSELF

What do you need to know?

How to build a kick-ass portfolio

- Based on your experience and background, building a portfolio that can really present who you are is essential.
- A good portfolio can also help others to get to know you more.
- For galleries, a portfolio helps them to make evaluation of your artwork based on your background and experience.
- For art buyers, showing an outstanding portfolio can refresh their mind about you, and of course we want them to be impressed by what you have, and remember you!



KNOW YOURSELF

What do you need to know?

How to build a kick-ass portfolio

- Building a portfolio is not that hard,
- A few must-things you need to do to turn your portfolio into a kick-ass one!
- Having a powerful portfolio helps your work get noticed and gets the exposure you need to move your art career forward



KNOW YOURSELF

What do you need to know?

How to build a kick-ass portfolio

- Marketing yourself as an artist includes creating a professional portfolio of your work
- The quality and effectiveness of your portfolio can make a huge difference in your success or failure
- Portfolio represents your work but also what kind of artist you are



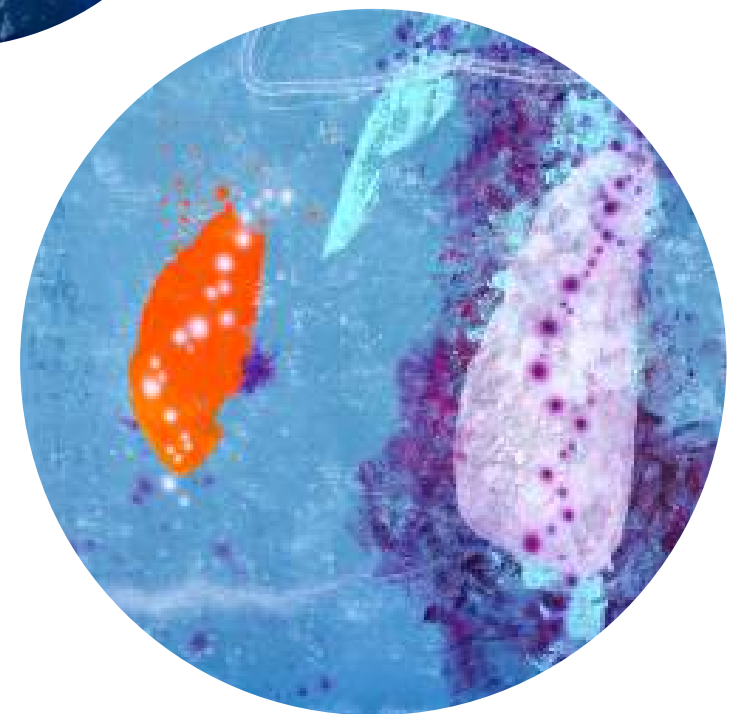
KNOW YOURSELF

What do you need to know?

How to build a kick-ass portfolio

A portfolio is helpful for:

- Trying to secure a spot in art school
- Seeking an art-related job
- Trying to get a show at a gallery
- Seeking gallery representation

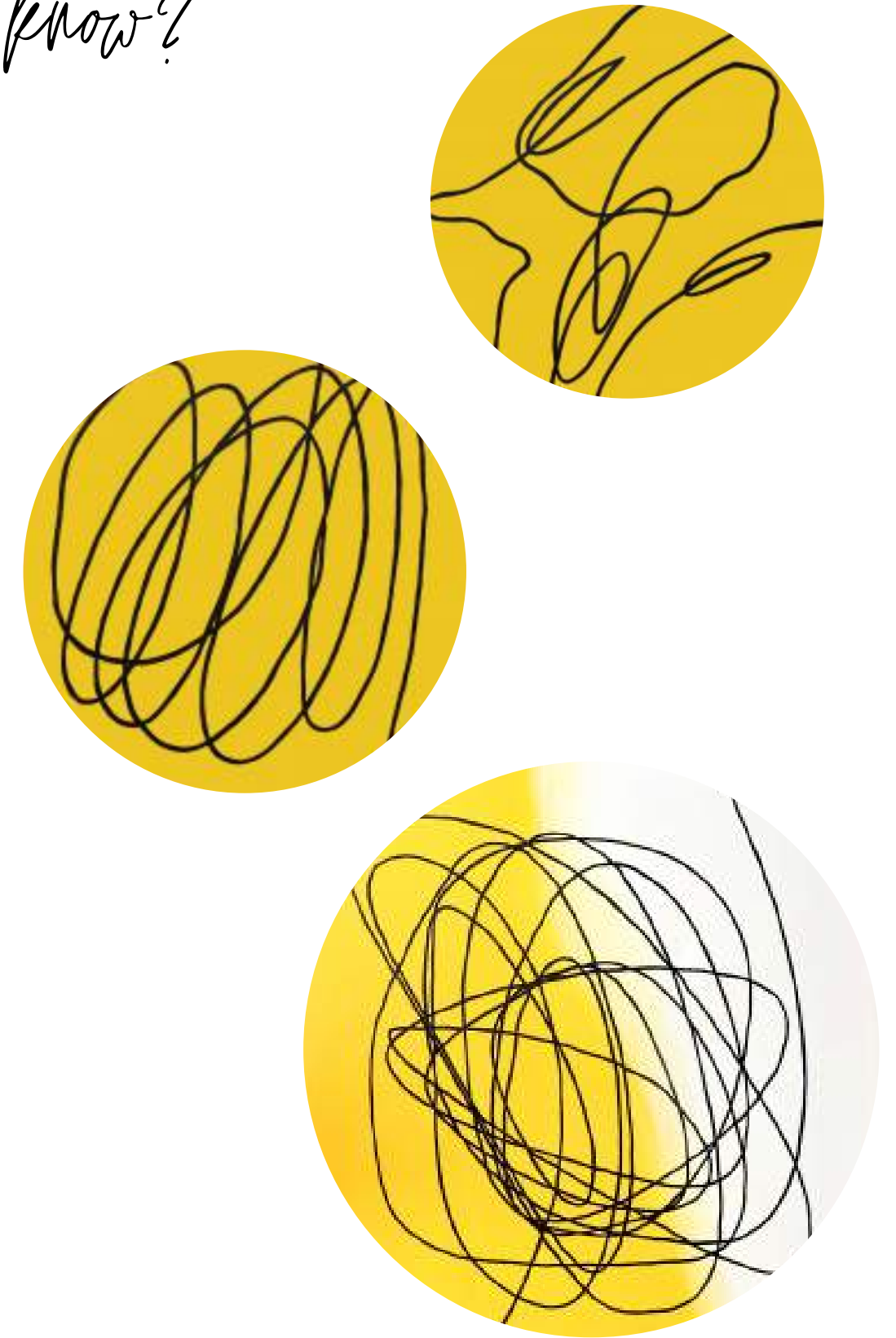


KNOW YOURSELF

What do you need to know?

How to build a kick-ass portfolio

- A portfolio is the best opportunity and sometimes your only chance to make a lasting impression on gallery owners and potential investors
- Needs to portray the utmost professionalism while being accessible and presenting all relevant information in a convenient way



KNOW YOURSELF

What do you need to know?

3 primary focuses of a portfolio are:

- Format
- Content
- Convenience



KNOW YOURSELF

What do you need to know?

Format

- Technological development opened up new opportunities to showcase their works (not only for selling but also as portfolios)
- Artist have the option to choose between a physical or a digital portfolio
- A physical portfolio gives your viewers the chance to really experience your art
- Digital portfolios are more convenient to carry around (ex: compact disk, Pendrive or harddisk, personal website, online platforms such as Behance or DevianArt)

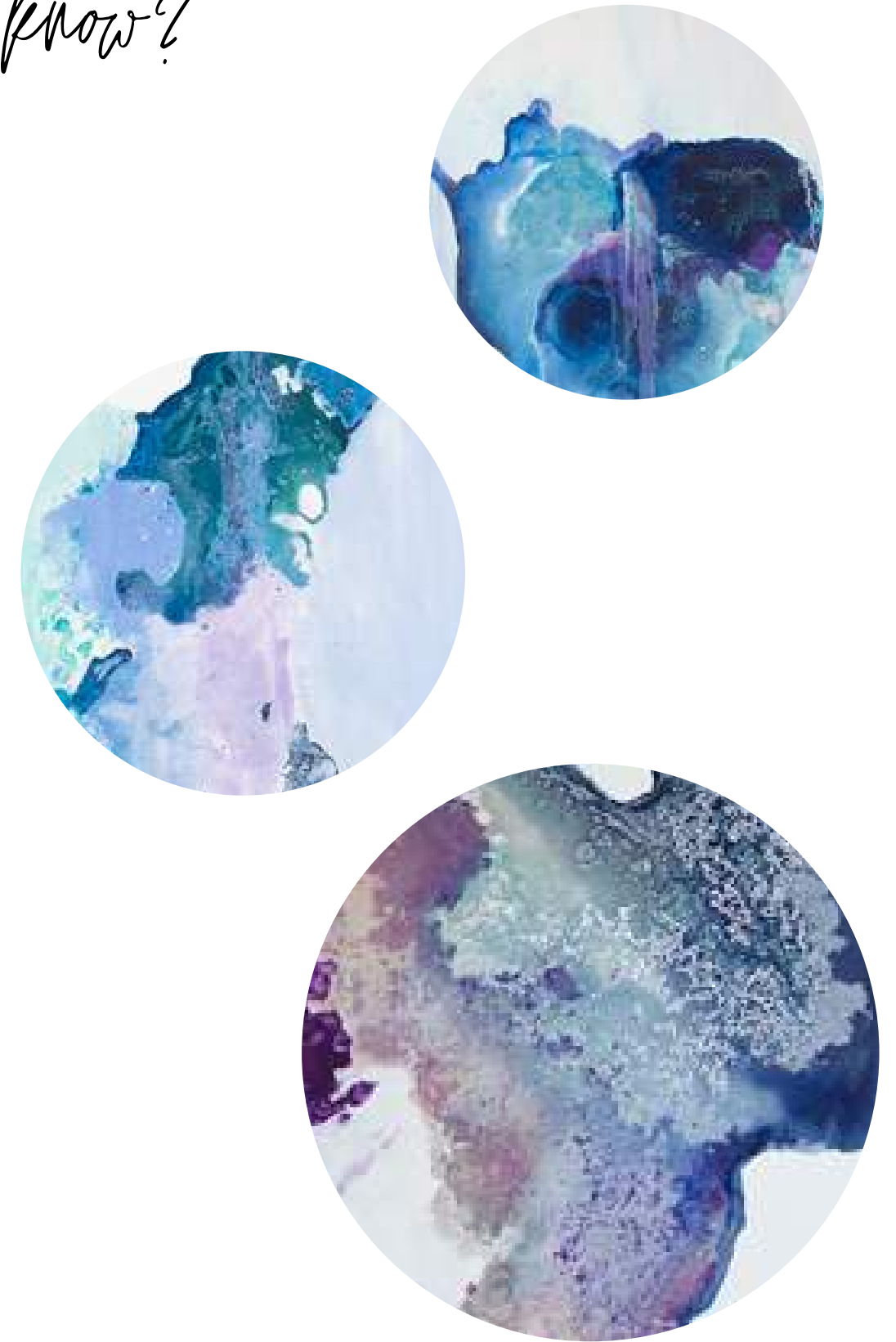


KNOW YOURSELF

What do you need to know?

Format

- The most crucial aspect is your work, no matter what format you choose
- When creating a professional portfolio, make sure that the artwork photographs are of the highest quality possible
- Regardless of format, the photographs must be in pristine condition to reflect the essence of your work



KNOW YOURSELF

What do you need to know?

Additional tips;

1. Professional binder

- More traditional format
- Keep all portfolio's contents tidy
- Make it easy for gallery representatives to go through the content
- Keep everything well organized (make sure none of the materials get lost)



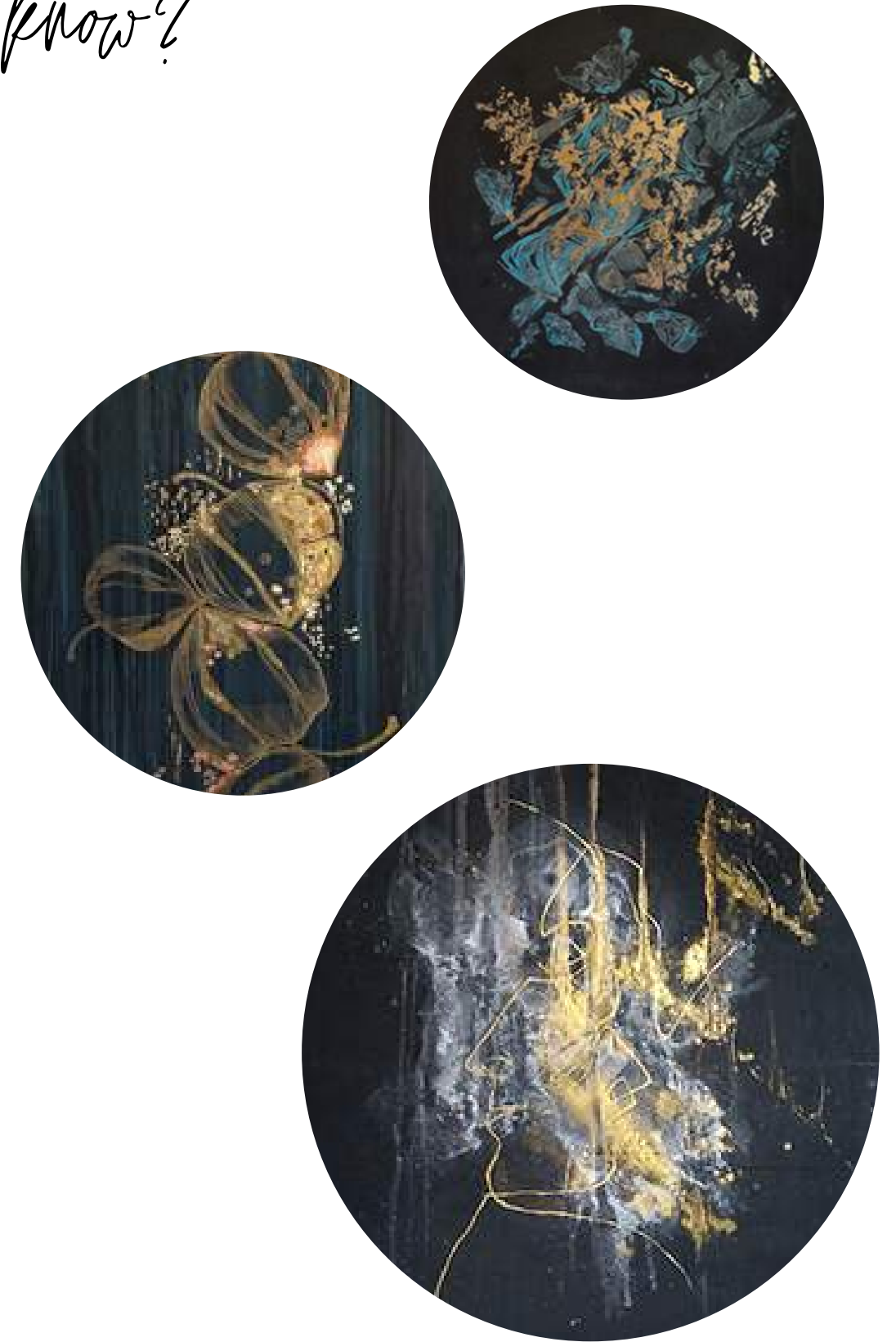
KNOW YOURSELF

What do you need to know?

Additional tips:

2. Digital formats

- Make sure images burned on your disk or uploaded online are in a universal format (jpg or jpeg)
- Regularly test run your storage devices to ensure that photographs are opening up (not some cryptic files)



KNOW YOURSELF

What do you need to know?

Additional tips;

3. Online portfolios

- When setting up an online portfolio/ website- make sure that it is professionally done
- Avoid glitches or unwanted advertisements
- Distractions can be off-putting to viewers



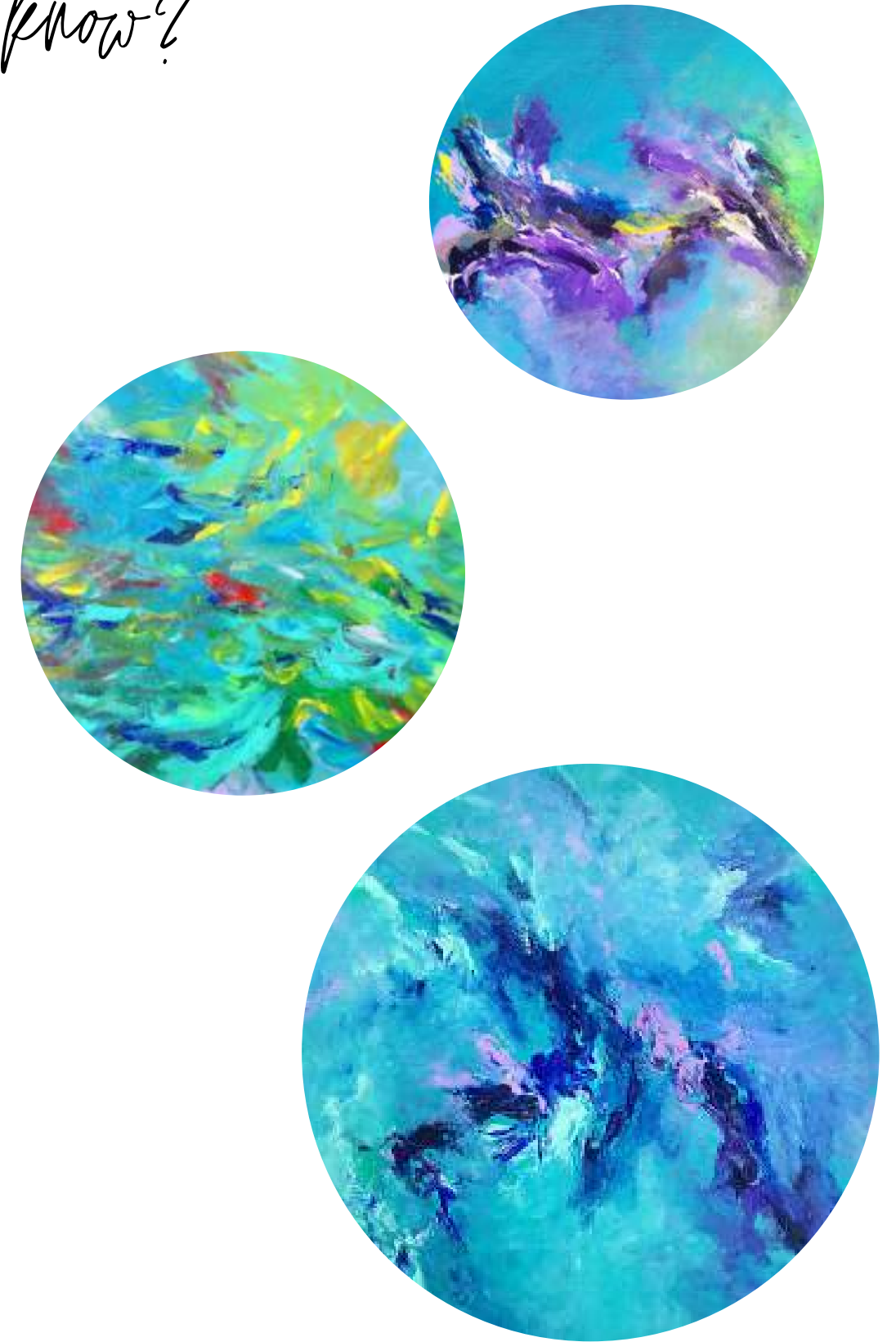
KNOW YOURSELF

What do you need to know?

Content

- In addition to photographs, you also need to add plenty of information about:

1. Yourself
2. Creative process



KNOW YOURSELF

What do you need to know?

What you should include:

1. Cover letter
2. Artist statement
3. Artist biography
4. Artist Resume/CV



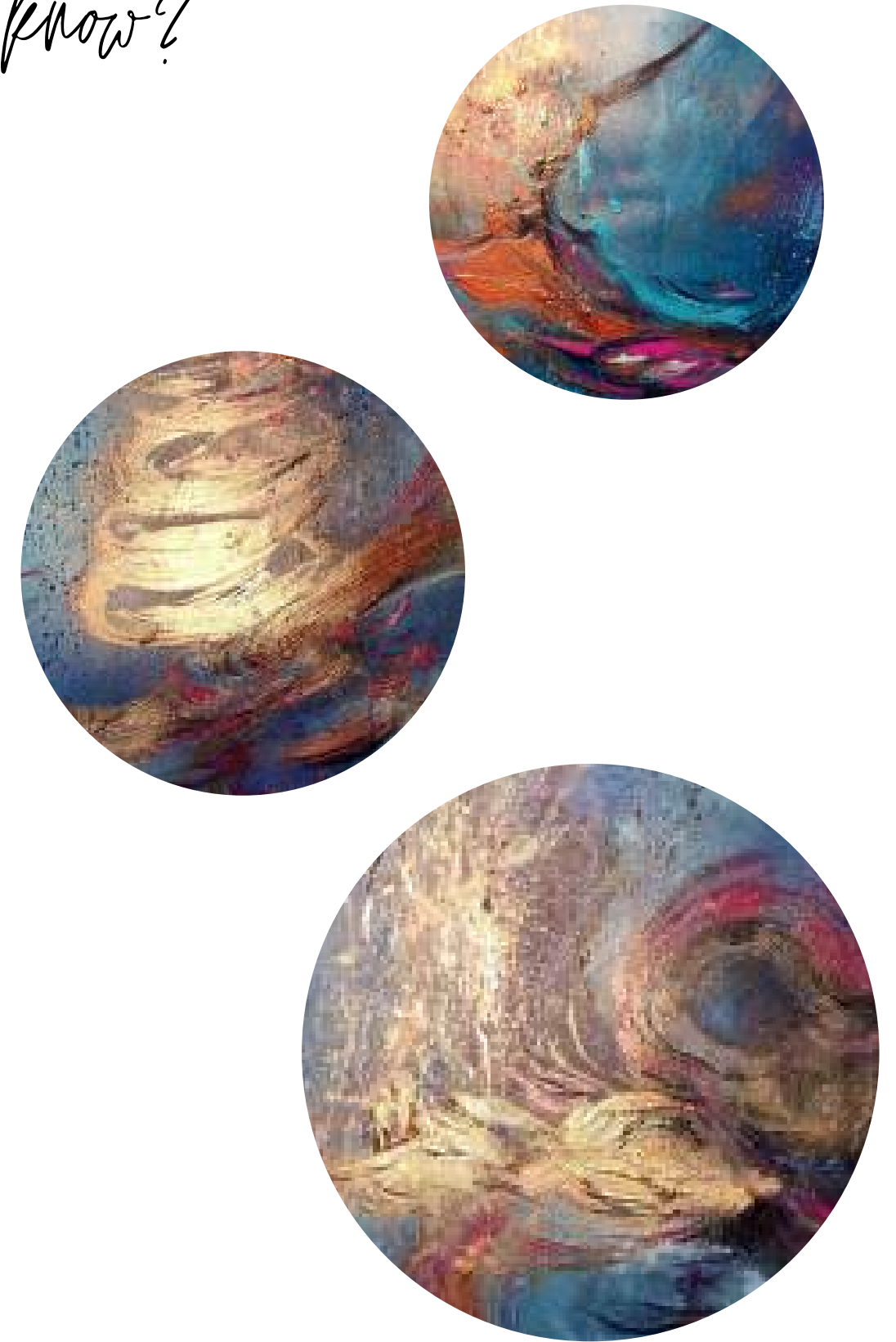
KNOW YOURSELF

What do you need to know?

What you should include:

1. Cover letter

- Introduce both you and your artwork to the gallery representative or customer
- Written in such a way that it catches the readers' attention
- Helps your portfolio stand out
- Doesn't need to be long



KNOW YOURSELF

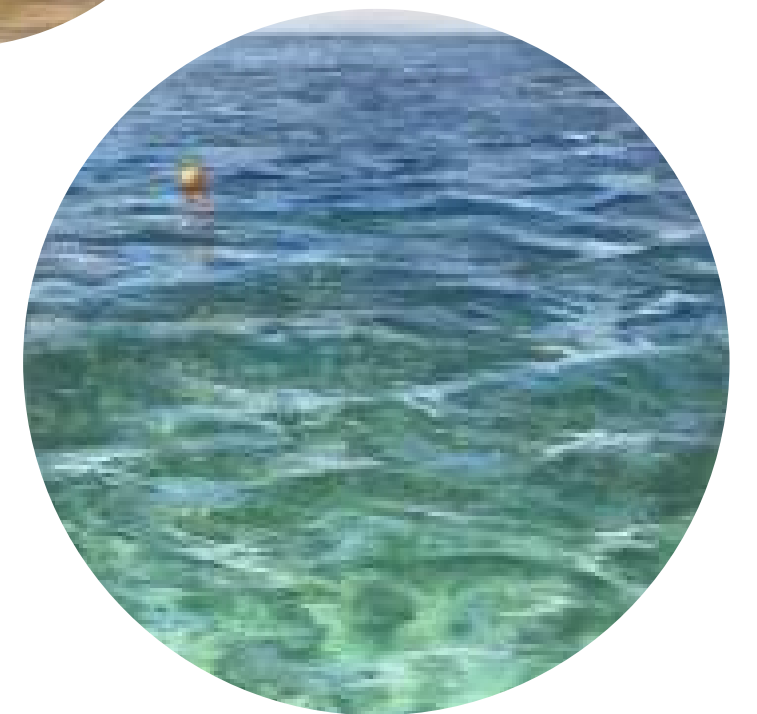
What do you need to know?

What you should include:

1. Cover letter

- Serve as a strong introduction of:
 - Who you are
 - What you do
 - Why you are contacting the gallery/customer

Tip: Remember to always personalize the letter to address each individual you reach out to



KNOW YOURSELF

What do you need to know?

What you should include:

2. Artist statement

- The trend to write the statement in the first person
- Keep it more personal
- Explain the meaning behind your work
- Explain artistic process
- Explain why it is that you create what you do
- Keep your statement concise (500 words or less)



KNOW YOURSELF

What do you need to know?

What you should include:

3. Artist biography

- Should be more formal than the artist statement
- Written in the third person
- Address your artist background in a succinct way
- Include where you went to school, formal exhibitions and other pertinent details



KNOW YOURSELF

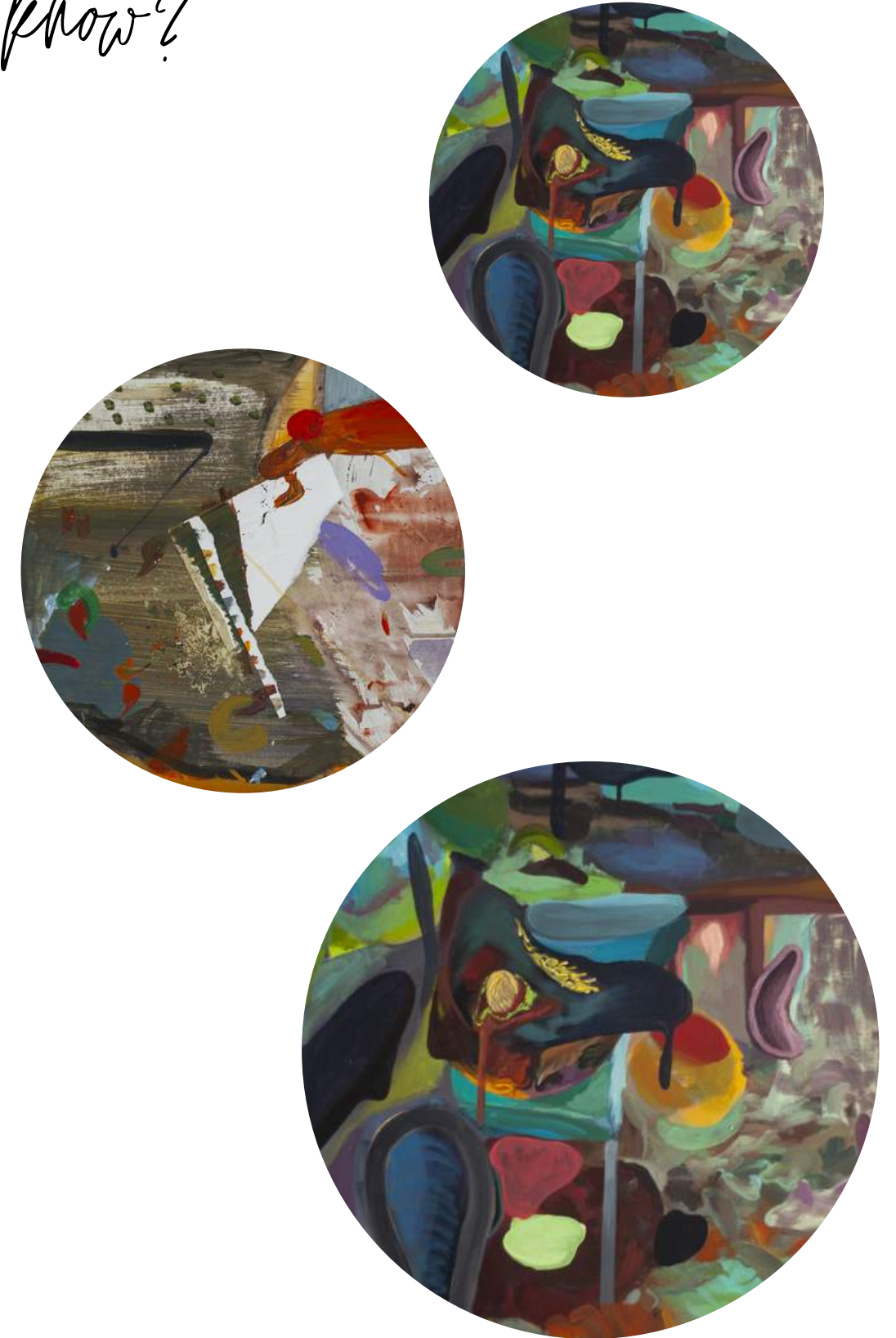
What do you need to know?

What you should include:

4. Artist resume/ CV

- Similar style as a traditional resume
- Focus primarily on artistic accomplishments
- Artistic accomplishments include:

1. Awards
2. Publications
3. Major exhibits (both individual and group)
4. Past gallery representation



KNOW YOURSELF

What do you need to know?

Convenience

- Thoughtful gestures never go unappreciated, no matter how small
- What can you do to give your portfolio that personalized touch:
 1. Price list
 2. A self-addressed stamped and matching stationary



KNOW YOURSELF

What do you need to know?

1. Price list

Include a page listing the:

- Titles
- Mediums
- Dimensions
- Price

2. A self-addressed stamped and matching stationery

- Nice touch to include in the back of the portfolio
- Makes it easy and convenient for the representative to get in touch with you

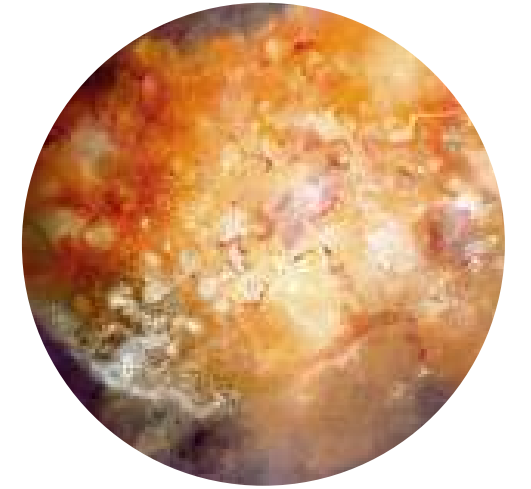


KNOW YOURSELF

What do you need to know?

How to make your professional portfolio stand out

- Due to current competition, it can be difficult to get noticed
- Your portfolio may be one of many
- Want the overall effect to be as impressive and professional as possible



KNOW YOURSELF

What do you need to know?

Tips to make your portfolio stand out

1. Choose your best work to showcase

- Choose pieces specifically targeted to the gallery or institution you are sending your work to
- Make sure they demonstrate the quality of your work, your mastery of technical elements
- Showcase your creative vision and the range of your abilities



KNOW YOURSELF

What do you need to know?

Tips to make your portfolio stand out

1. Choose your best work to showcase

- For maximum impact, use only as many pages as necessary to show the quality and range of your talent
- Place your best work first and last to maximize visibility
- Group art works according to subject and content

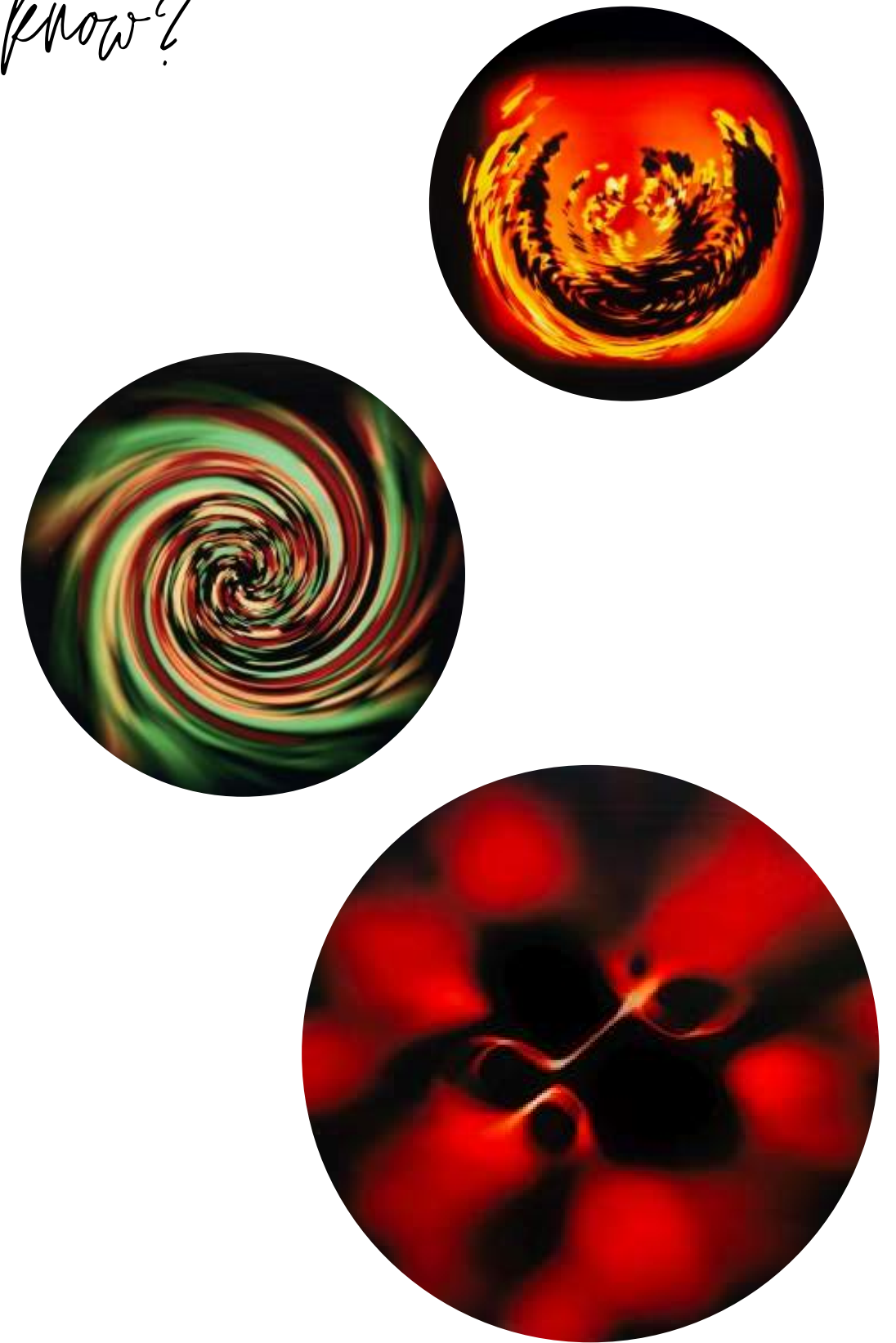


KNOW YOURSELF

What do you need to know?

2. Pay attention to the images

- Avoid fuzzy images or out of focus
- Avoid poor lighting
- Will make your art look bad
- Will make you appear unprofessional
- If photography skills are lacking, invest in paying for a professional photographer to shoot the images for you



KNOW YOURSELF

What do you need to know?

3. Determine the presentation format that will best serve your work

- Will vary depending on the particular medium or media you work with
- If your work is 2 dimensional and not too large, you can include original samples or color prints
- May choose to go with slides or display transparencies of large or 3 dimensional work

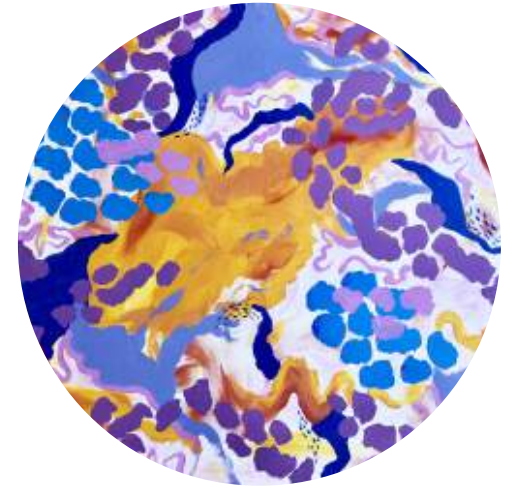


KNOW YOURSELF

What do you need to know?

4. Organize your portfolio for success

- All of your work should be presented cleanly and simply
- Easy to follow for the reviewer
- Every piece should be labeled with:
 - Title
 - Media
 - Any notes (times drawing)
 - Name
 - Contact information
- Place your written documents strategically so it can be found easily



KNOW YOURSELF

What do you need to know?

5. Make sure your portfolio speaks to a range of audiences

- Different viewers are looking at your portfolio for different reasons
- Make sure all components are in place
- Gallery dealer will be interested in the visual, your pricing, and your resume



KNOW YOURSELF

What do you need to know?

5. Make sure your portfolio speaks to a range of audiences

- Art writers will want to see newsworthy accomplishments
- Collectors will primarily want to know if there's anything to buy
- Make sure everything included is personal and markets you as an artist

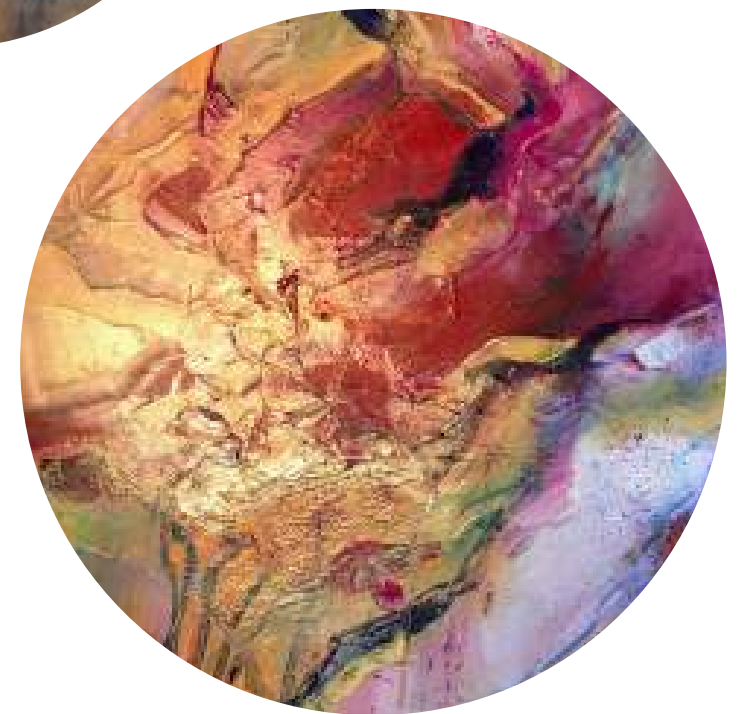


KNOW YOURSELF

What do you need to know?

6. Pay attention to specific requirements

- No chance to show your talent if your portfolio doesn't follow the instructions given by the institution you are sending it to
- Different galleries, schools, and art organizations have different expectations of portfolio content
- Make sure to submit it within their specific parameters

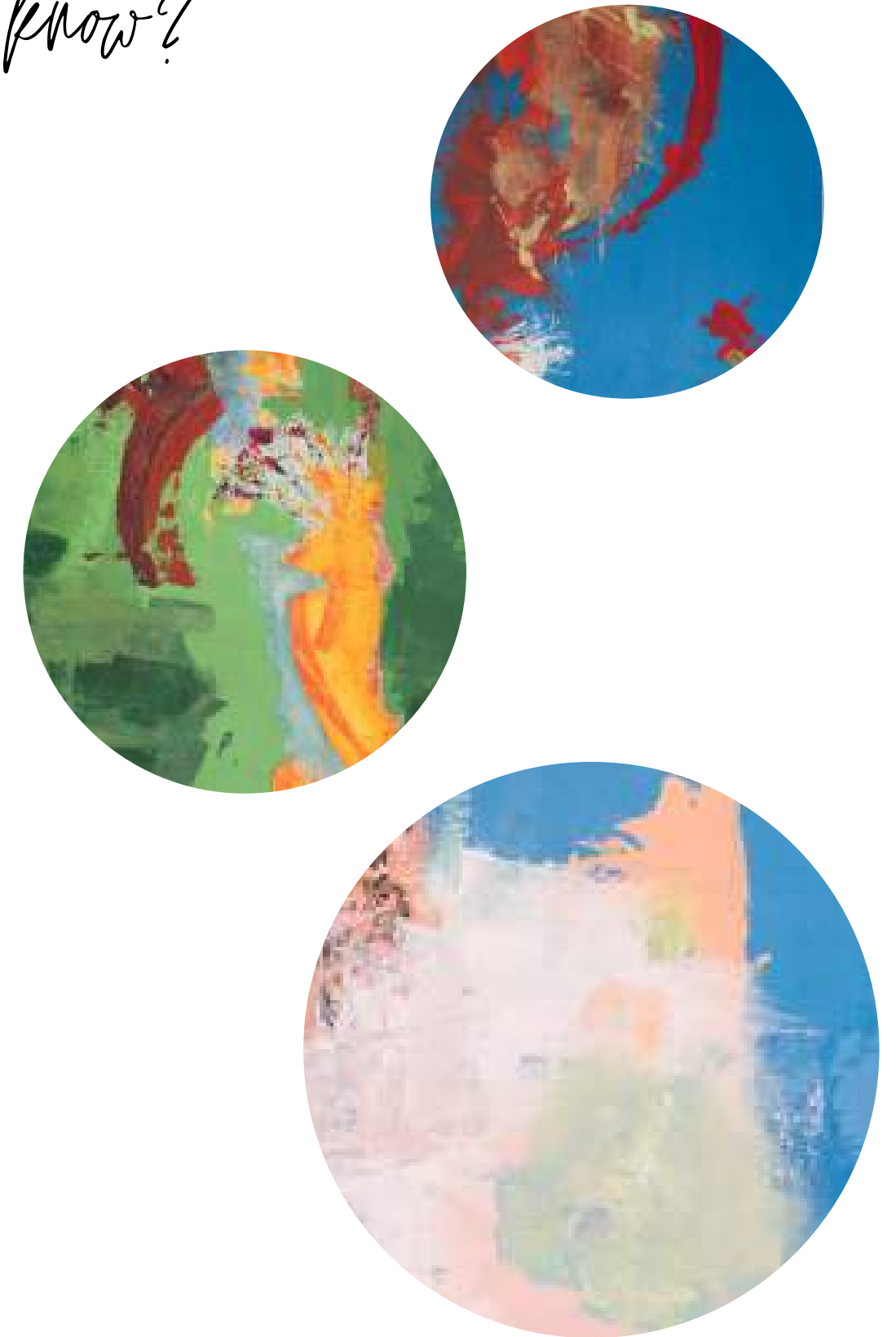


KNOW YOURSELF

What do you need to know?

7. Make your portfolio unique but accessible

- A portfolio needs to represent you
- Balance with a certain level of professionalism
- Don't use distracting colors or patterns behind your portfolio pieces
- Backgrounds should be chosen that enhance your work and don't draw away attention from it
- Stick to resume/CV formats that are easily digestible
- Too much creativity in this area will only distract the reader



KNOW YOURSELF

What do you need to know?

8. Prepare a dual portfolio

- Your job as an artist is to make our art easily accessible to anyone interested
- Having a hard copy portfolio is critical
- Create an additional portfolio only (preferably on an easy to find/use website)
- Things to keep in mind:
 - Images should be JPEG format
 - Images should be Mac and PC compatible
 - Images should be sized around 600pixels
 - Image files should be named in a logical and consistent manner



KNOW YOURSELF

What do you need to know?

9. Keep your portfolio updated

- Any time you create a new body of work, have another show or receive an award, it needs to be added to your professional portfolio
- Convey to the gallery representative that your work is timely and that you are active in the art world
- Shows that you're continually producing



KNOW YOURSELF

What do you need to know?

To conclude

- A professional artist portfolio can open doors for you
- Enable you to share your work effectively
- Attract the attention of galleries and collectors alike
- Having a powerful portfolio helps ensure that your work gets noticed and gets the exposure you need to move your art career forward



NEXT WEEK'S TOPICS

What will we discuss?

Guest speaker

- Career and experiences
- Advice and recommendations
- The positive effect of working across borders
- How diversity within the team can be a key to success



ASK US ANYTHING!

Q&A

**DON'T FORGET TO SIGN UP
FOR OUR FREE
CONSULTANCY SESSIONS!**

STARTING NEXT YEAR

CONTACT US FOR MORE INFORMATION

THANK YOU FOR JOINING US!

Follow us at:



@victoryart.eu



Victory Art



Victory Art



@victoryart1

