



ARE YOU READY TO EXPORT - Video Summary

Andrea Graham

Tip One:

Invest in your own artistic development to reach excellence

In order to compete in an international market you need to be able to hold your art, your photographs, and your public image up with others in the competitive market

(Personal story): Early on I created a wish list of the top artists in my medium that I admired that also taught workshops. I waited until these instructors were close enough for me to afford to travel to them, I applied for grants or paid others to write grants for me. When I was unable to travel myself, I created workshops for them in my own area so they would travel to me. It took 10 years to check them off my list and it is important to state there is no substitute for time in your artistic education and development.

While working on my technical education, I also dedicated myself to creating art with my own unique voice. Gathering Inspiration from the work of others in your field is good, but look inward for your own work. Educated collectors, gallery owners and curators know when work is similar to another artist. Do not risk your artistic integrity. Seeking advice from other artists or mentors can be good at times, but finding a balance between taking advice and trusting yourself is something I recommend.

Having professional photos and documentation is very important. It is an expense that is well worth it. I know you have heard it before and there is a reason. This is all they have to go on, in most cases so the image is everything.