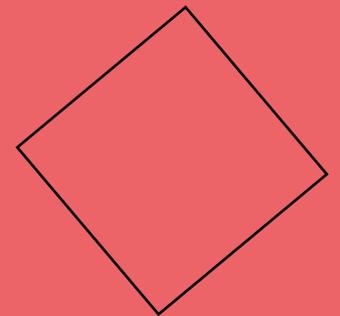
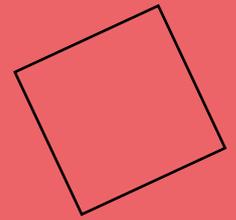




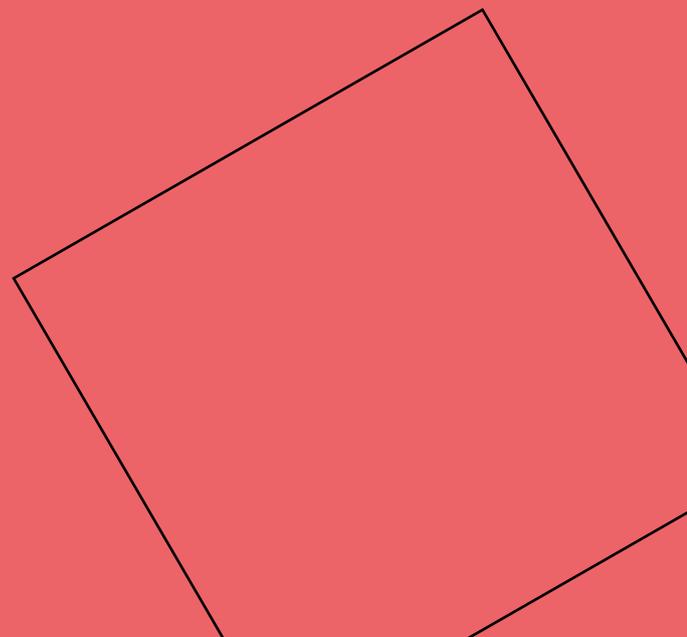
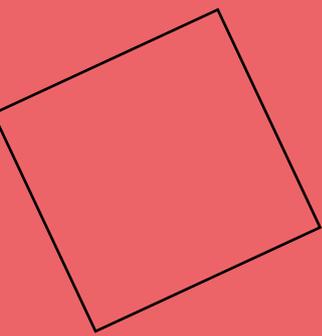
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# How to Curate Yourself, Your Work and Your Brand

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**Arts**  

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**First of all, your creative practice and you are all encompassing; they are the same thing!**

It's helpful to consider everything that makes up yourself and the creativity.

So, for a starter activity, write down everything that you feel makes up your creativity consider the following:

- Your personal histories
- Where the creativity started
- What the creativity has done for you internally
- What the creativity has done for others around you
- The materials
- The processes
- The end point (if there is one)
- Where you would like to see the creativity going (is it in a magazine? Worn by someone? In a particular gallery space? Is it performed live?)

That last point is where we journey off from. Now I want you to consider the following:

1. If your creativity was a perfume, what would it smell like?
2. What's its title?
3. Who wears it?
4. What does the packaging look like?
5. What's the general atmosphere or vibe it's conjuring?
6. How does it make a person feel?

Respond to these questions in whatever way feels right! Draw it, speak it, write it...  
*whatever!*

Now imagine your creative practice as a space. Get ready to draw for this one...

1. How does one enter the space?
2. What are the textures around the space? Look down at the floor, up at the ceiling, on the walls and any surfaces...
3. What is in the space?
4. How does one interact with the space?
5. What colours are within the space?
6. How does it feel?

The above activities are just starting points to help you understand the starting points of your creativity, how you want it to feel and be; but also in an expanded way, understand the essence of your practice and how you might communicate it to others. If you wish to start a new collection, series or specific body of work, then you can repeat the above activities with just this in mind.