

# HOW TO *WRITE* AND *TALK ABOUT* YOUR WORK

***BY ROSEMARY CRONIN***

**First of all, it's important to know that people love to hear about other's creativity;**

having a succinct phrase to articulate what it is that you do can make your creative language clearer to others, but also yourself. Of course if you end up taking hours then that's less appealing! So just start off with having a couple of choice phrases that capture the essence of your practice.

To perhaps it would help to refer to yourself in the third person, to remove yourself a bit from the practice so that you can put it into words. Most professional statements will refer to the artist in the third person, just make sure you don't refer to yourself in the third person when talking about your work face to face! For example here is my bio:

*Rosemary Cronin is an artist, writer and lecturer with a research-based practice focusing on gender, psychoanalysis and subversion. The work is realised through film, performance, paint, print and sculpture. Cronin has exhibited at The Freud Museum, ICA London, National Portrait Gallery, Transition Gallery, South London Gallery and The Wallace Collection. Film piece 'Reverie' was selected by the Guggenheim Foundation as part of their Under the Same Sun season in 2016.*

You'll see that I've included that my practice is research driven, and then including the areas that the research explores. What elements are within your work?

*Is the work site-specific?  
Is the practice material-led?  
Is it research driven – if so, what areas?  
Is your work driven by a particular cause or concern?*

**Now another thing to think of, what makes your work unique?**

Choose something exciting that grabs attention – humble brags v welcome at this point.

A simple format to expand the writing is to give yourself 3-5 minutes to fill in the blanks in the following statement:

*\*Your Surname\*'s practice explores \_\_\_\_\_ via \_\_\_\_\_ leaving the viewer to feel \_\_\_\_\_.*

Just have a go and see what feels right when putting pen to paper, and filling in the blanks. You could even just try and saying it out loud if you're struggling to find the written words; or ask a friend or studio pal and do the activity together.

**A final suggested activity is to interview yourself;**

pretend you're Jay Leno or Graham Norton and sit down with your voice recorder on, and ask yourself the following questions:

- 1. When did you first start being creative?*
- 2. What particular pieces have you made that really capture the essence of your creativity?*
- 3. Who or what influences your creativity?*
- 4. What do you want to do with your creativity?*

Don't be surprised if things tumble out that you weren't expecting, that's the beauty of talking things out, it can reach parts of the psyche that we weren't aware of!

Now go forth and take that phrase about your work to all the applications, networking events, fashion weeks, parties and private views, and don't be afraid to talk about your brilliant creativity.