



# Art Writing

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## 10 DOS & DON'TS

*Beverly Todd*  
B.Todd.Arts

  
Santa Fe Artist Getaway

# ARTIST STATEMENT

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Think of this as your artistic manifesto. It's a concise narrative that explains the inspiration, intention, and themes behind your work.

It is your opportunity to connect with viewers on a deeper level, inviting them into your creative world. It's all about the WHY behind your art.

Written in the 1st person as if you are speaking directly to the reader.

My practice playfully lands in the child-like wonder of this world. Infusing the energy of curiosity and discovery back through fine art.

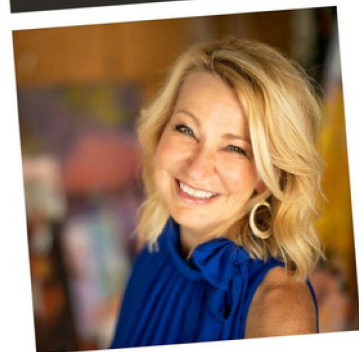
Using a painting process that is physical and unconventional, the art emerges with character. Working in acrylic and mixed media. With hardware-store brushes. Broken sticks. Rags. And hands. That move paint. Add layers. Pulls back layers. Drips. Scrapes. Wipes. And pulls the paint across the surface.

I play. I toy with abstraction, producing work that cannot always be categorized as one thing or another, unless, of course, the classification is the unexpected.

My art relays a personal conversation about the value of awe and play. The art titles are poetic and descriptive, reflective of the process of exploration. The goal is to start an internal dialogue within one person, or an external dialogue within a greater community. Providing enough visual inspiration and written dialogue to point in a direction, then to let the viewer veer off course.... to be lost, then found.

This is playing big. It means listening less to conventions and more to the voices of exploration that whisper... come down this path, open your heart, mind, and eyes... breath in wonder... play.

b e v e r l y t o d d





# BIOGRAPHY

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Your biography is your personal story as an artist. It provides insight into your background, education, artistic journey, and major accomplishments.

Unlike an artist statement, which focuses on your artistic process and philosophy, your biography gives a broader picture of who you are as a person and how your experiences have shaped your art.

It is written in the 3rd person and as if someone is summarizing your artistic life.

Through large-scale abstract painting, Beverly's art playfully dances with color and movement. Her painting process is physical, using hardware-store brushes, broken sticks, rags, and hands to drip, scrape, wipe, and pull paint across surfaces. She works in acrylic, oil, soft wax, and with paper.

Growing up in rural Nebraska, Beverly often escaped into the landscape -- happily lost for hours in the open prairie that inspires her work.

Beverly began painting in Santa Fe in 2018. To give others that experience, she opened Santa Fe Artist Getaway the next year moving her art practice and arts-based teaching from Omaha to Santa Fe.

Her creativity coaching helps artists discover their potential. She leads workshops in abstract expressionism encouraging artists to paint big, free, and expressive. She also leads arts-based team-building workshops for non-artists.

Beverly paints and teaches in Santa Fe.



b e v e r l y t o d d

# CV

This is your professional resume as an artist. It lists your exhibitions, publications, awards, residencies, education, and any other relevant professional experiences in a structured format.

Your CV showcases your credentials and track record in the art world, demonstrating your expertise and credibility as an artist

## BEVERLY TODD

ARTIST | COACH | WORKSHOP LEADER

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btoddarts.com



Beverly is an anything-but-usual abstract painter, workshop leader, and creativity coach who specializes in helping creatives become ARTISTS. Her coaching & workshops focus on how to see and create, and move through life as an artist. Beverly began painting in Santa Fe in 2018. To give others that experience, she opened Santa Fe Artist Getaway moving her art practice and arts-based teaching from Omaha to Santa Fe.

### EXPERIENCE

- Abstract expressionist artist
- B.Todd.Arts, LLC | Founder
- Santa Fe Artist Getaway | Chief Getaway Artist | Founder
- TeamPaint™ Founder
- Speaker/workshop presenter in the fine arts, creativity, team building, leadership
- Creativity coach
- Art business consultant

### COLLECTIONS

- University of Nebraska of Omaha, College of Social Work and Community Service, 2015
- Around the Corner, Down the Street, 72" x 48", acrylic/mixed media
  - Live the Life You Dream: Be, 48" x 60", acrylic/mixed media

### EXHIBITS & SHOWS

- Allowing Goodness Its Own Speech, solo show, Strata Gallery, Santa Fe, 2023
- The Bright Side, Jen Tough Gallery, Santa Fe 2023
- Ephemerality and Member Show, Strata Gallery, Santa Fe NM, 2023

### PUBLICATIONS

- Allowing Goodness Its Own Speech, B.Todd.Arts publisher, 2023
- Wild Lands, Jen Tough Gallery publisher, 2022

### PROFESSIONAL

- Omaha Summer Arts Festival, juror
- Artisan Woods, Arbor Day Farm & Foundation exhibit, curator



# 10

## DOS & DONT'S

### 1

DO

Know who you are and why you create.  
Do a deep dive to uncover your why.  
Journal & ask yourself questions to gain clarity.

### 2

DO

Format your Artist Statement

- I am...
- I do...
- Why I do...
- How I connect/related to you (the viewer)

Feel free to mix up the order.

10

## DOS & DONT'S

3

DO

Begin with the most interesting or the most important thing first.  
The first word in the very first sentence must grab attention & ignite curiosity.

4

DO

- Be positive
- Be bold
- Be bright
- Be brief



10

## DOS & DONT'S

5

DO

Tell stories....

- About you
- This piece of art
- How the art was created
- Use humor
- Be vulnerable
- Go deeper

6

DO

Anticipate questions.

From the general public and from art people.

Write so they understand.

# 10

## DOS & DONT'S

### 7

DO

Edit ruthlessly for clarity & simplicity.

Cut jargon.

Cut wordiness.

Keep only the very best stuff.

Get a second set of eyes on your copy –  
someone good in English, journalism, or writing.

### 8

DON'T

Use cliché' phrases, like...

*"Pushing the boundaries..."*

*"Exploring the unknown..."*

Tell exactly what you mean by *"exploring the unknown."*

Be original & specific to your practice.



# 10

## DOS & DONT'S

### 9

**DON'T**

State the obvious.  
Go deeper.  
This is your opportunity to share!  
For example, don't begin with  
*"As a kid I loved to draw."*  
Didn't every artist, every kid?

### 10

**DON'T**

- Be boring
- Be literal
- Be obvious
- Be wordy
- Be long-winded



# MY SECRET SAUCE

**1. Artist Writing Toolkit.  
Deep, compelling, & beautiful prompts.**



**2. I listen. I ask for more, challenge,  
& question until we get to the very  
best stuff!**



**3. I edit gently, yet ruthlessly.  
Yes, both!**





# let's WORK TOGETHER



ARTIST  
*writing*  
STATEMENT & BIO

SATURDAYS  
MARCH 9 & 16  
ONLINE

BEVERLY TODD

Santa Fe Artist Getaway | B.Todd.Arts

A graphic for an "Artist Writing Seminar" featuring a woman writing in a notebook. The text includes the title "ARTIST writing STATEMENT & BIO", dates "SATURDAYS MARCH 9 & 16 ONLINE", the name "BEVERLY TODD", and a small circular portrait of her. The background is a light beige with a subtle image of a woman writing.

*COACHING*  
ARTIST  
WRITING

BEVERLY TODD

Santa Fe Artist Getaway | B.Todd.Arts

A graphic for "Coaching Artist Writing" featuring a woman smiling with her hands raised. The text includes the title "COACHING ARTIST WRITING", the name "BEVERLY TODD", and a small circular portrait of her. The background is a light beige with a subtle image of a woman smiling.

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