



THE ART FAIR  
**ADVANTAGE**  
IMPROVED DECISIONS. LASTING VALUE.

## The Artist Statement Buyers Actually Read

### Pre-Show Preparation

*By Mark Shapiro | The Art Fair Advantage*

One of the most misunderstood tools at an art fair is not your booth.

It is not your lighting.

It is not even your artwork.

It is your artist statement.

I cannot tell you how many times I have watched collectors walk into a beautiful booth, glance at a paragraph of complicated art language, and quietly walk away.

Your artist statement is not supposed to impress people.

It is supposed to connect with them.

### Think of Your Artist Statement as Part of Your Brand

Your artist statement is your introduction.

#### **It tells people:**

Who you are

Why you create

What this collection means  
Why they should care

Your statement should feel connected to your website, your social media, your booth design, and your collection.

It becomes part of your identity.

If your collection changes, your statement may evolve too.

## **What Buyers Actually Want to Know**

Collectors are usually not asking:

**“What theoretical framework inspired this?”**

They are wondering:

What inspired this collection?  
Why these colors?  
Why this subject?  
What am I supposed to feel?  
Why does this work matter to you?

Your statement should answer those questions naturally.

## **Keep It Short**

My recommendation is simple:

**Think 150 to 250 words.**

That is enough to explain the work, but not enough to make it feel like homework.

Try this structure:

### **Paragraph One: The Why**

Why do you make this work?

### **Paragraph Two: The What**

Describe your materials, process, themes, or subject matter.

### **Paragraph Three: The Invitation**

Tell the viewer what you hope they experience.

That is it.

## **Connect It to Your Collection**

If you are introducing a new body of work before an art fair, your statement can become the bridge between the artwork and the collector.

### **You can:**

Add a QR code to the full story

Link it to your website

Print a small takeaway card

Include it in collector emails

Use short excerpts on social media

This helps buyers continue the experience after they leave your booth.

## **Do Not Try to Sound Like an Art Historian**

Write like a person.

Speak the way you speak.

If someone met you at dinner and asked about your work, what would you say?

That is your statement.

Your artist statement should feel like your artwork.

Your artwork should feel like your booth.

And your booth should feel like stepping into your world.

## **My Final Thought**

Collectors rarely remember every title.

They remember stories.

Make yours worth reading.

See you on the show floor.

— **Mark Shapiro**

*The Art Fair Advantage*

