

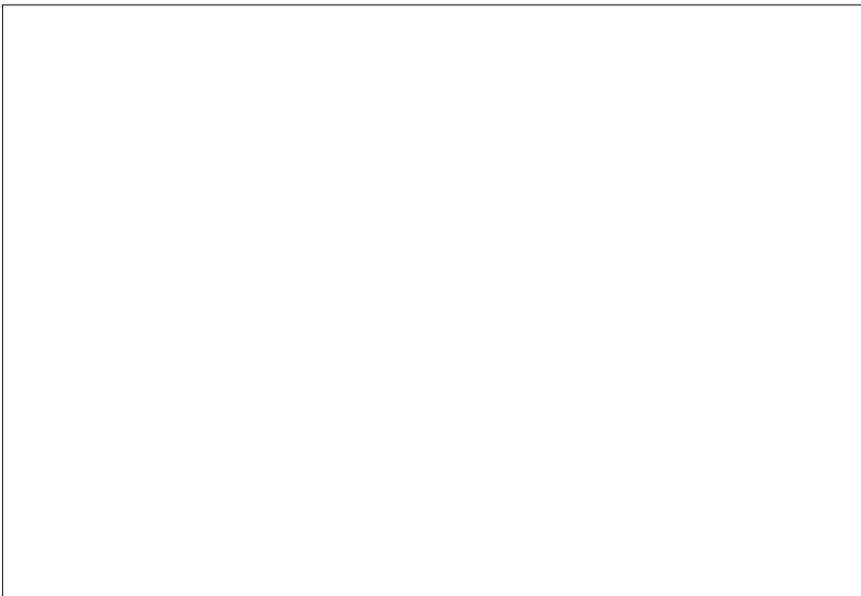
1. How would you describe your artistic style? Traditional? Modern? Whimsical? Quirky? Bold? Try to find three words that describe your work. Just three words. (Some examples might be: Honest, Immersive, Daring or Joyful, Unrestrained or Luminous, Rich, Unguarded.) Try it yourself. If you get stuck, take three or four of your best works and see if there is a theme, a style, a word that comes to mind when you see each of them. *(Tip: Get a stack of Post-its and write down a word that describes your work on each Post-it. Do it as fast as you can for one minute. See how many words you come up with. Then one-by-one, take Post-its away that don't seem to fit your work perfectly until you're left with three distinct words that define your style.)*

Words that describe your style:

1.
2.
3.

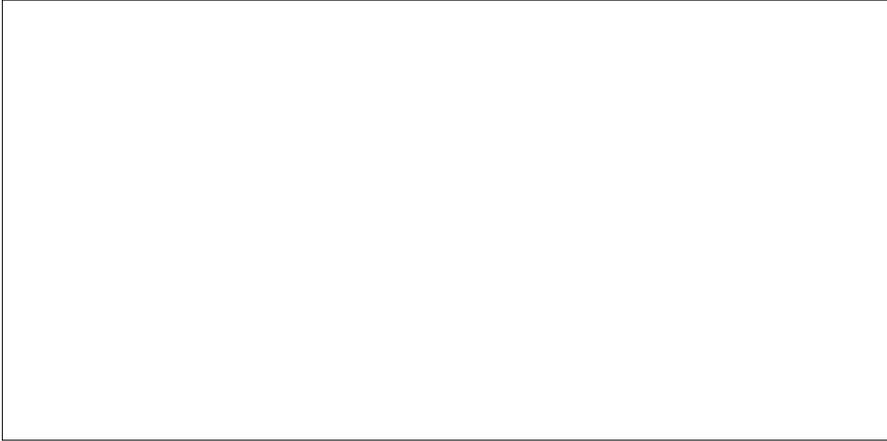
2. What is your “mission” statement as an artist? Try to create one mission that distills in one crisp, unified thought what you’re trying to achieve with your work. My mission is “to create beautiful environments.” Every decision I make, every thought I have, every interaction I have whether with an artist, a client, or a vendor, keeps this mission statement in mind. It’s more than a “tagline”—it’s a way we do business at ADC. It sums up my goals, my achievements, and my style. All of my employees are behind my mission, too. Everyone knows it and participates in this vision of mine to create beautiful environments. Now what’s yours? Do you want to dare people? Do you want to soothe them? Do you want your work to transform people? Challenge people? Ask yourself what you’re trying to achieve. Ask yourself what you hope your audience feels when they see the work? You’re getting closer to your mission.

My mission is . . .



3. What are the features of your art? Expensive materials? Organic materials? Bright hues? A special, one-of-a-kind medium? What sets your work apart?

What makes it stand out?



4. What qualities do you want your audience to associate with your works? (Cutting edge? Edgy? Serene? Beautiful? Thought-provoking? Engaging? Eye-catching? Deeply felt?)

Write them here.

