



Promotion – the personal touch

by Agora Experts | Jul 5, 2012 | Art Facts & News | 3 comments

Last week, I saw a perfect example of how artists can and should be a part of promoting their own work. What was so impressive about it was the way that it made those who read it feel as if they'd been given something fascinating and precious. We are proud and privileged to represent many wonderful, talented artists who are also exceptionally kind, interesting people with lots of ideas worth sharing and intriguing thoughts about their work. It's one of the great things about working at [Agora Gallery](#). But, as we've said so many times before on this blog, marketing your work is vital even for the most talented, most approachable artist in the world. The more people see your work and are reminded about it, the more engaged they feel in it – and the more likely they are to consider purchasing it. And however much your galleries or agents help you to promote your work, there's nothing like the personal touch.

[April Rimpo](#), whose work will be on show at Agora from this Saturday, July 7, until July 27 in the exhibition [Sensorial Perspectives](#), knows how important the personal touch really is. She wrote a blog post about one of the works that will be part of the show – Basket Maker – explaining why it's special to her, sharing the process that led to its creation – nearly four years after seeing the basket maker in Guatemala – and talking about the technical act of creation. Go ahead, [read it](#) – it's a lovely insight into the story behind the painting – and it's part of a series of posts April has written about the works she's showing at Agora.

What's so great about this particular blog post is the way it combines a number of positive factors to create a compelling whole. The open, friendly tone works well with the personal story being explained, which is nicely balanced by putting an aspect of the piece – the traditional clothing the man is wearing – into a wider context. And she links it all to her upcoming exhibition and her work at Agora, advertising both her representation and the upcoming exhibition. Best of all, April's enthusiasm and real love of art shines through every sentence. The result is something that makes you determined to go and see the painting for yourself.

In addition, April's blog is set up so that it's very easy to find out more about the artist, if you happened to stumble on the post by accident. You can see a picture of her, links to the galleries that represent her, and a link to her [ARTmine page](#) where you can see more of



her work, and purchase it if you wish. Plus, the images of her work are good, clear images – something that is incredibly important when you’re trying to interest people in your art. A poor quality image is a real turn-off; it just doesn’t show the work at its best and it takes away some of the magic.

Promoting your work is so crucial to success as an artist. This particular example reminds us of a lot of things that are worth bearing in mind, but there are four lessons that are especially useful:

- Use your presence online to build up an audience for your art – a blog, Facebook, Twitter, whatever works for you
- Be friendly – people love to hear about how an artist made a work, and what went into it
- Share the story behind your pieces, your technique. This is important in relation to your galleries or agents as well; they won’t know the story unless you tell them, and if they don’t know it, they can’t use it on your behalf. Share.
- Work with your gallery to promote your work. Ask how you can get involved to aid in your own promotion, and engage your audience in upcoming shows.

Artists sometimes say that they don’t think anyone would care about hearing about them, or what led to a piece of work. They want the art to stand alone, on its own merits, or they’re concerned about limiting interpretation. But people do care – they’re often completely fascinated – and the more interested they are, the more likely they are to want a work of yours on their wall. And as this example shows, you can tell part of the story without giving anything away – in fact, you can enhance the viewing experience with judiciously shared information. Don’t be shy – go for it!

3 Comments



Jennifer Contini on July 11, 2012 at 8:51 am

What a great article! Thank you for sharing... I look forward to showing and selling my work in your gallery!

Reply



wendy carmichael bauld on July 15, 2012 at 9:48 pm

Everyone at Agora has been amazing and its no wonder CBS has named them, along with the Museum of Modern Art, as one of the best in NY! They

