

1-1-1998

# One Page Bio Sheet

AS220

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## Recommended Citation

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## One Page Bio Sheet

The "bio sheet" is very important in AS220 public relations efforts. A lot of people haven't heard of bio sheets before, so I'd like to be specific about what we need. Consider the bio sheet as an introduction of you to the media. These people don't have the time and can't take the time to peruse your resume. They need something simple, clear and on **one page**. It's a really good idea for artists to have bio sheets updated regularly and ready to hand out.

**For example**, here is a basic outline of the information needed:

Your name

Where you were born

The community where you live (not your address)

Your education:

where you received your degree(s)

what your degree(s) is (are) in

the date(s) you graduated

(If you have had no formal art education, or received no degrees ever, any where, this is interesting and pertinent to appreciating your work.)

Your occupation(s)

Your three latest or "hottest" shows

out-of-state shows, solo shows or prestigious competitions, but choose your **three** best and hottest.

A brief statement about your work

your medium or media, and what attracts you to it

your methods and/or approach

your subject matter and what attracts you to it

historical references-- periods or artists that have influenced you, something you are responding to or reacting against

etc.

## Showbook Materials

A showbook is prepared for each show and is open to the viewing public. When people take the time to visit a gallery, they want a special experience. They are curious about you and any extra information we can provide adds to this experience.

These materials include your full resume (as many pages as you like, as comprehensive and extensive as you like), biographical information, articles, photographs, and artist's statements. Unlike the bio sheet, the information that we ask for is not specific, it's what you want to give us. Whereas we ask for something short and sweet about your work on the bio sheet, for the showbook you may be as descriptive and elaborate as you want. Some artists have made "mini-catalogs" and included small drawings in the showbook. Be as creative as you like.

Please have your materials ready as you want them to appear. **Decide whether you want your address and phone number available to the viewing public.** What you give us will be placed directly into the book, deadline for these materials is anytime before the opening.

## The Week Before Your Show

Here are the things we need to coordinate the week before your show:

### Label Information

How do you want your labels to read?

Some people like titles only, some people prefer titles, medium and dimensions.

What font do you want?

### Price List Information

These are prepared in house, just let me know the price of your work.

### Day and Time for Hanging

Shows are usually hung on the **Monday** before the opening. The cafe is closed on Mondays and it is the best time to hang. I prefer to begin early in the day before 10:00 am. Plan to spend the entire day. I will call to schedule an exact time with you.

The gallery has only very basic hanging supplies. You must bring everything you need to hang the show including tools and hardware. If you have "special needs hanging," such as shelf building or heavy wall anchor devices, bring the equipment you need with you. The make-up of the various gallery walls differ from space to space. I will be there when you hang for advice. Please let me know of your needs and concerns.