

Studio Tour Demo Tips

One of the unique offerings artists can give during the tour is a live demonstration of their process. This simple “add” to your location can bring so much value to your fans and collectors. Here’s a couple of tips to help you get the most out of your demo time during the studio tour.

Think About WHAT You Can Demo for the Public— Some art forms are easier to demonstrate than others, but every artist has *something* they can share.

Here’s some ideas:

- Mixed media artists can demonstrate portions of their process like the collage designing, making, and gluing or the painting on a prepared panel or final marks with ink or pencil.
- Pastel Artists and Painters can create from start to finish or have a piece that they are currently working on that they simply continue while people are watching.
- Sculptors can be working on sketches, digital models or clay/wax modeling
- Ceramic artists can throw on the wheel or build by hand.
- Jewelry artists can be working on clasps or hand polishing.

Along with demonstrating a process, artists can have work at various stages to share or have tools and raw materials out for people to see. You can include information about these materials or what stage of the process you are showing.

Another option is to show a video of your work in process. This is a great solution if you are off site for the tour, your art process is dangerous, or if you aren’t comfortable demoing while people watch. If you need help knowing how to create a video showing your process, contact [Amelia Furman](#) or [Kendra Fleischman](#).

Prepare Your Supplies and Substrate—Take some time the week prior to the studio and prepare your art demo piece.

Things you can do ahead of time:

- prepare your substrate
- prepare your reference materials
- figure out WHERE you will demo and prepare that area if needed (think about the best place people can view you working, but also be mindful of trip hazards and traffic flow in your studio)
- gather equipment and materials
- prepare works at various stages

Keep Your Demo Simple—Now is NOT the time to do something you’ve never tried before or that you find very challenging. Pick a piece to work on or a part of your process that is very easy for you and easy to talk through while people ask questions. (Example... As a landscape painter, I typically pick a scene that I’ve tackled before and know how to successfully complete) What are

some parts of your process that don't require all your attention? Can you demonstrate those parts of your process that would help people understand your work better?

Show Examples of Various Stages of Your Work— You know how cooking shows have various dishes at different stages so that you can get a sense of the whole process without having to sit through hours of prepping and cooking? You can do the same thing with an art piece. Either create a piece multiple times and leave it at various stages or have several different pieces that are at various parts of completion. This helps people experience the process of your work without you having to demo the whole process.

Practice Explaining Your Art and Process— Think about the common questions people ask you about your work. Have answers ready to go so they roll right off your tongue. This keeps your demo time a lot less stressful. If you're not sure what folks will ask, get a trusted colleague or friend to sit down and go over all the possibilities. This will ensure that you have your "bases covered" so that you aren't tongue-tied! Remember to keep your answers simple and understandable for folks that aren't familiar with art.

Collect Names and Contact Info— A good practice for a live demo is to have your email sign up and a pen close by. Let people know that you will be sharing the finished piece with your email subscribers. If people are fascinated with your process, you can let them know that you share more info about your work through your email list. Then, make sure you follow up with folks that really were interested in the piece you were working on. Email them a finished picture and ask if they want to see it in person or want more information about the piece.

Your demo experience at your studio can be just as individual and creative as you are. Make it fun!

If you have questions or need extra support to prepare for your studio demo time, don't hesitate to get in touch with Amelia Furman
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