

MAKENA



INSIGHT

NEED

4

THERE IS A CONTRADICTION....

She thinks Instagram has the best community, but she has stopped using it because of aspect ratio and copyright issues.

does not want to link her name to her art but wants to become a professional artist. because she doesn't think that her current art output is not reflective of her potential. + because current art outputs do not credit artists properly.

She wants a personal community, but she also wants to be anonymous so that people can have an unbiased perspective of her art.

wants to make objectively serious art (technique, etc.) but also enjoys memes, doodles, fanarts (calls them silly)

more time due to pandemic, but producing less.

finds inspiration in art classes but also finds them to infringe on her personal art

IT WOULD BE GAME-CHANGING / REVOLUTIONARY IF...

there's a way to form community through art where artwork integrity is preserved and artist copyright is respected

having anonymity and personal community

people who already practice art can get back their momentum (for e.g. by getting inspiration from old forms of work)

connecting sketches, memes, doodles to portfolio is more common / accepted

having some way to meet other artists and see their art anonymously and engage more personally later

VERONICA



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THERE IS A CONTRADICTION.... / IT IS SURPRISING THAT...

Creates own structure in the absence of structure

most of her art is digital but enjoys in-person interaction

frustrated when printing turns out different, but excited by new appearance

enjoys creating but emphasizes importance of time away to gain analytical perspective

wants mentorship from experienced artists but wants perspectives from younger artists

enjoys creative freedom but the number of paths a new project can take is paralyzing

excited about every steps of the process, but is also frustrated about not knowing who to ask to learn a new skill

not frustrated by dropped projects

IT WOULD BE GAME-CHANGING / REVOLUTIONARY IF...

create a meaningful in-person interaction among community members of digital artists

explore artwork in a new medium while retaining the original design

easier way to gain perspective

some way to explore these artistic possibilities while not getting overly attached

way to distinguish and/or work with experts in a new field

DAPHNE

Say

Art is my happy place; I turn to art to escape politics.

Instagram is a good way to connect with artists all over the world.

Having both Facebook and Instagram allows my art to reach a wider audience than if I just had one.

As I get a picture in my head, then I just try to transfer it out through my hands

Her studio is not easily found by the public.

Instagram is a friendly community.

I remember when I was young and not really sure of myself... My family did not understand my art.

I see a piece of wood and I think, what can I make with that

Members of the Spanish Village community inspire me to try new art forms.

Does not enjoy commissions since clients have a strong vision

Think

Social media is a good way to find business opportunities.

Encouraging and guiding young artists is important.

wants to keep her social media to only be dedicated to art

online interactions through art can result in in-person relationships (especially if physical distance permits)

Enjoys separating personal spaces from artistic spaces

It is fun and freeing to learn new artistic skills.

Spanish Village should be more open to more diverse forms of art.

social media is a good way to connect with artists from different countries

artists doing different media share common things like an eye for color and composition

wants her art to be seen by a large audience

when starting a new medium, learning the properties of materials is important

thinks certain types of arts require specific skills that some might not have (e.g. knitting and music)

liberating to explore new mediums

enjoys expanding the boundaries across domains of art

Do

Currently sculpting David Bowie

Showed us her recent sculpture of a woman

Showed us two pages of her children's book

discovers new art media on YouTube / social media

Gets an idea for a project and acts on it immediately

juried into her most recent workplace with painting

Watches a variety of Youtube videos to learn one new art skill (e.g. painting clouds)

Looks at fashion magazines from the 50s-70s for inspiration

Asks for and gives art tips on Instagram

working on a children book, inspired by drawings she drew for her children

seeks support when stuck from personal community

Checks out fairs to speak and meet artists

meets people who have seen her art at her studio

ask her family for feedback on her art (daughter and fiance are artists)

Blocked a few artists because they started getting political

Participates in art competitions

Process involves forming an idea and then implementing the idea

is on the executive board for the Spanish Village

when talking to young artists, gives comments that are specific

discovers art unintentionally

Feel

Fortunate that her livelihood does not depend on selling art

Relates to insecure young artists

Excited about her new projects--oil painting and children's book

excited about having people seeing her artwork (even when it's in progress)

Frustrated that politics are infringing on art

Free--she is experimenting with new mediums

stifled by commissions

Loves implementing her own vision

feels bad for artists whose art is their livelihood and they can't continue working normally

inspired by cool art and artists she sees on the Internet

excited about having more time to make art (not on the exec board anymore)

INSIGHT

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THERE IS A CONTRADICTION....

wants her art to be seen by a large audience but wants to keep personal/artistic spaces separate

she was more interested in the materials rather than the design when learning a new type of art

she likes to learn/explore new mediums/skills but she also has a very specific vision

she appreciates big, structured opportunities but only if she can follow her vision

wants social media to diverse people/artists but dislikes political aspect

She seeks feedback for her art from artists in many different fields

IT WOULD BE GAME-CHANGING / REVOLUTIONARY IF...

she can meet like-minded artists (who don't like to talk about politics)

she can find commissions that allows her to follow her own vision

artists can connect with artists across different mediums

she can be more comfortable with artists expressing their political views (through using her own art?)

connecting artists with an existing vision with people who commission art