

It Doesn't Matter How Good Your Art Is

From long before the dark ages until the early 1800's and on through today, religion and aristocracy played a huge part in the art world not only through funding, but also by shaping its worker and patrons alike in its own image. Yet unlike renaissance paintings of the rich, or Jesus on the cross in every conceivable configuration, social media now allows new breadth for both artist and their art. It doesn't really matter how good your art is these days so long as you keep people interested.

From one artist to another, I know that this title might make you distrustful of and disparage the art world today. However, I encourage you to look at it through a different lens. Not from the harmful perspective questioning what makes good art.

Rather, you need to recognize that at some point it truly doesn't matter how good your art is or even what it is. People will either love or hate you work no matter what you do. And trust me, people have loved and hated both stupidity and greatness equally since the beginning of time. Often impartial to what that work even is.

Now a days, it's your job to simply create work that you love and is fulfilling. In the meantime, you should seek out the people that you know will love your art as much as you do. Look for fans and critics alike both on social media and through creative ways to display work. Share with the world what you've made and your passion so they can enjoy it as well. Hopefully they spread the word to other art lovers.

Hence in today's art world, marketing your art on social media and being your own biggest advocate is of the utmost importance. It doesn't matter how good your art is these days because art is so much more accessible in the digital world. All that matters is finding the people who like and appreciate whatever messages you put on display. Walk into any of the major classical or contemporary art museums in the world and you are sure to find a piece that you don't understand, or think is complete garbage. Often you might wonder, "how did this crap even get here?"

Conversely, you are also certain to find something abstract or weird that you love for a reason you can't put into words and would be enamored with every day if it were up on your own wall. The crapshoot of what is good and bad today in the art world is just that, a roll of the dice. Be your own advocate for the meaningful work you are making. Eventually others will see, support, and enjoy it just as much as you.

So often I see artist making mirror image rip offs of work by another artist from long ago and pawning it off as their own. I'm not talking about sketch studies of famous sculptures and similar exercises which can be amazing for practice. What I'm talking about is clear mimicking of what someone else has done before and passing it off as one's own original ideas.

Unfortunately, this type of behavior which used to be despised and discarded for its unoriginality, is now praised and sought in the art world making new painters thousands of dollars for works that are barely their own. People today are out there making, and marketing works in the styles of Vincent Van Gogh, Claude Monet, Georgia O'Keefe, and collectors are eating it like candy. They only care for beautiful works that resonate deeply within to be strewn around their houses in whatever style they adore. Sadly, it doesn't matter how good your art is or even what it is. The fact that it resonates with the right people who want to buy and put it in their homes is all that matters. Do what resonates for you and the rest will come.

Do you think that when Pablo Picasso started making art around the turn of the century in the 1900's that he cared what everyone else was doing? I'd like to think not. He began making art because he loved it and he had an innate need to create something with his own hands. It is said that when he showed friends and acquaintances in his studio one of his first works influenced by African heritage in a period of his know as primitivism, it was angerly disparaged by his friend Henry Matisse as a hoax. Yet he continued right on being inspired by African heritage for years, and it shows up throughout his career both overtly and subtly until his death.

Picasso was the founder of many styles including cubism, neoclassicism and surrealism among others. All styles were both adored and criticized around the world at their inception. Yet for him, it didn't matter what he was making because he believed in his work. Further, he was able to put it in front of people that would appreciate and recognize him for establishing new styles; creating unique art that had never before been seen.

He along with many artists before and after him changed styles continuously over the length of their careers based on what inspired them at any given moment. Jackson Pollock especially shows us that in the modern art world, it doesn't matter how good your art is or even what you are doing. He became more renown after his death but while he was still alive, he was both loved and hated for the techniques he was using. People were writing about him because he was doing things never done before. It didn't matter what he was doing exactly simply the act of doing was enough to get noticed.

Stick with whatever your passion. Do what you love. Be open to being inspired by the world. Wake up and attempt to be the best you that you can be. If you are diligent with your work, and attentive to your marketing, eventually you will find a market of collectors where you will be able to thrive. It doesn't matter how good your art is these days, so long as it's good enough for you. So long as it keeps you going.