

ACTIVATE AND NAVIGATE IN/ OUT THE STUDIO

FRANK JUÁREZ

Thank you for attending our presentation on “How to Maintain your Studio Practice as an Art Educator and Why It Matters.”

Staying motivated and focused on your creative work takes time, effort, and purpose. As a high school art teacher, artist, publisher, business of art coach, and writer my studio practice tends to take a back seat. We tend to think of others before we think about ourselves. If there is one thing that I learned from the pandemic is to slow down, observe, and create. To create will vary from one artist to another. For me, it is to continue to make things happen whether it is creating mixed media work, making photographs, designing arts programming, nurturing relationships, and so on. We wear many hats in our careers. The question is how do you balance it and enjoy it all?



In this PDF, I offer suggestions on ways to reignite that fuel and encourage you to continue to make your art. Creating is not about how many artworks you produce or sell, it is about giving yourself the space to be your authentic self.



“Saturdays are for Road Trips”, St. Norbert College, De Pere, Wisconsin, 2023

COMMUNITY

As artists, we work alone in our studios. Our studio reflects experimentation, investigation, and execution of works in progress and finished works of art. Being part of a community is a necessity for personal growth, artistic development, and connection. Communities can be found online and in person whether it is a local arts organization, a group of fellow art educators, weekly meet-ups, galleries, or museums. Chances are you will meet new people with whom you will be sharing your work, inspiration, and studio practices.

BE PRESENT

Social media has become the go-to source for sharing the work we create with others. This platform can be a hit or miss depending upon the amount of time and energy you put into it. Being present by attending exhibition receptions, artist talks, demonstrations, workshops, et cetera is one of the best ways to feed the creative energy that you experience. This energy can pour into your practice. Talking to other artists can provide an avenue to address studio challenges, increase motivation, and stimulate ideas.

CONVERSATION

Making time to make art will ebb and flow based on your professional commitments. Art-making is about perspective and how we define it. I often get asked if I create art in my studio. Honestly, it is minimal. I came to realize that even though I am not making a physical work of art I am always creating. This could take the shape of putting together a new issue of Artdose, writing an article, visiting artist studios, or meeting someone for coffee. The type of conversation that I engage in is dependent upon what I need at the moment. Through conversation, so many things can happen that can motivate and encourage me to get back into the studio and help over challenges I face in the studio.

SUPPORT

Maintaining a studio practice is a lot of work that requires time and commitment. Ask yourself, why do you create? What do you need right now? Where can you find it? In what ways can you return the support that you received from others? Support does not always have to equate to buying art (however, it does help). Attending a reception, artist talk, or event, or reposting content from someone else's feed can result in positive outcomes. The support given has to be genuine. Support does not mean who has the most followers on Instagram or friends on Facebook. Support means the quality of relationships that uplift each other.

MORE THAN ONE WAY

We are problem-solvers and critical thinkers. We know there are multiple ways to reach a goal. Artists find mentors, artists they respect, and an art community to belong to. We have unique creative processes, ideas, life experiences, and career goals. It is important to do what is best for you without comparing yourself to others. Being an artist is competitive, but as long as you follow the beat of your drum you will be fine.

HIT THE RESET BUTTON

Give yourself space to hit the reset button when things are getting stressful or overwhelming. Take a brief intermission. The great thing about art is that it will always be there for you.

10 WAYS TO EXPERIENCE SUCCESS IN THE STUDIO

1. Make a list. Make them a habit. Work towards completing them.
2. Develop a plan of execution.
3. Practice emotional awareness.
4. Network. Network. Network.
5. Enrich your life with those that you surround yourself with.
6. Positive thinking takes practice.
7. Be patient – success takes time.
8. Do not let time become a point of frustration.

9. Break up larger tasks into smaller ones.
10. Celebrate small successes.

We experience art differently. We have our ways of creating the work that we want to put out in this world. Balancing your profession with creating art is not easy. Yes, we can prioritize. Yes, we can try to carve out time to be in our studio. I believe that art is about sharing with others how we see the world, how we feel, being active practitioners, and giving a little bit of ourselves to others. Regardless of what you create or how much time you devote to your studio, taking time for yourself matters. Giving yourself the necessary space matters. The way you teach reflects this and I believe your students see it.

ABOUT FRANK JUÁREZ



Frank Juárez is an award-winning art educator, artist, publisher, art coach, and former gallery director living and working in Sheboygan, Wisconsin.

Juárez brings over two decades of art education and arts management experience organizing local and regional art exhibitions, community art events, presenting at the local and national level on art education, supporting artists through grant programs and professional development workshops: business of art practices. This has placed him at the forefront of promoting Wisconsin artists, networking, and attracting regional and national artists to collaborate and exhibit in Wisconsin. Juárez is the art department chair at Sheboygan North High School, publisher of Artdose Magazine, and a contributing editor of SchoolArts Magazine.

frankjuarezgallery@gmail.com

[Linktr.ee/frankjuarez](https://linktr.ee/frankjuarez)

IG: [@frankjuarezartist](https://www.instagram.com/frankjuarezartist)

IG: [@artdosemagazineweekly](https://www.instagram.com/artdosemagazineweekly)

Web: frankjuarez.net

Web: artdosemagazine.com