

by Shantel Susan

# REASONS Why Creating Art Truly Matters

As an art consultant, I often reflect on how compelling art is, and why it continues to be. Art will always be an important and significant contribution to our lives. To that end, I truly believe that creating art matters - and it matters beyond what I can convey. However, I will attempt to explain why art and artists, truly matter.

Even people who say they don't pay attention to art. I believe they actually do, and are unknowingly better because of it. Art has a way of permeating into our subconscious, and staying with us long after it is no longer in front of us.

The effects of art are far-reaching. Take for example the fact that the more public art that any municipality presents, the more the community tends to be respectful of it and its surroundings. That's what art can do.

Not everyone is gifted in the way artists are (visual and otherwise), but I believe there is a kernel of creativity in all of us, if we only give ourselves the chance to express it.

That brings me to you - The Practicing Artist.

You have the courage, determination and sensitivity to allow yourself to show who you are, and what you are about through your art. You allow yourself to present your unique and individual perspective in the way that you interpret what is around you, and the emotions that it brings.

When you can communicate and transfer your particular thoughts and feelings to your art, then your personality is coming through.

So, with all of this, there is so much that you give when you create, work to show, and display your art.

Let's then consider specifically . . . why does creating art matter?

From my perspective, I believe that artists like you, make a profound difference to art (in no particular order):

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- You use the innate talents you have been blessed with, and that you have further honed and polished to create your work. Through this, you bring tremendous hope and enjoyment.
  - You have dedication to your art and through your commitment, is a life example for all who experience your art.
  - You allow yourself to be vulnerable to outside criticism and negativity, but you also invite and experience the positive, good and meaningful.
  - You give people the chance to see the world differently, from the smallest of things to those that are beyond regular comprehension.
  - Your art brightens any surroundings to make them heightened above the ordinary. Your creations better accentuate, every where that your work is shown.
  - By yourself you bring attention to and acclaim for the visual arts (and other arts disciplines) through your courage to pursue your art.
  - You give all people the opportunity to view, enjoy and connect to you and your art.
  - You signal and enhance the importance of expression through the individual and how this can be presented.
  - You give people a view into your world perspective and invite them to participate.
  - In your life as an artist, you have a unique sense of purpose and joy, that is realized through your gifts of expression.
  - You contribute to the economy through giving art buyers and collectors, the chance to acquire your art.
  - You bring the importance of cultural heritage to your local, provincial, and country-wide appreciation and admiration.
  - You create a legacy that will continue on long after you do, as your art will continue to be experienced.
  - You as an artist, have the ability to provide far-reaching inspiration to other artists and creative individuals, in general.

This is really only a few reasons, but I think you can see why I believe creating art truly matters. From the personal aspect of the artist, to the recipients whom enjoy it, and the broader community, art has a place and a reason for being.

Above all, I think there is nothing else to replace it. Even though we continue to have new and different methods of creating art, and using media that can be non-traditional. However, the overriding contribution of art, is it still reflects the person inside of whom is creating it - and that we can't replace with anything.

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