

## **Exit Strategy - Amanda O'Farrell**

The initial task I created towards the exit strategy was making a list of contacts. After talking with a tutor it was clear for Emma and I working together creating installations and workshops, we should look at areas of arts funding. Large and small organisations that may help to support our studies. As we are interested in people and social relations we began looking at relevant awards, finding funds such as; Esmee Fairbairn, and many opportunities from Norfolk County Council.

Also included on my contact list are a few local collectives or collaborators, specifically in the field of local social interaction. I contacted a fair few during my dissertation research, however have not kept contact, but with the imminent degree show, perhaps this is a perfect time to get back in touch. With this in mind, I wanted to practise my e-mail writing, and created a first e-mail to Dyad Creative from Dove Street Studios. I heavily respect their collaboration process and subject of communication and social engagement, which I feel crosses over heavily with my work. I researched many types of emails, looking at mistakes of over familiarity or exceedingly long text and created a short, introductory email.

During the exit strategy process I evaluated several artist statements and created my own format and questions to answer, forming my full statement. One aspect I had noticed through all the examples was a change between the artist stating their context in the design world, then giving an example of their work, and ending on an open concept; as though they would be interested in many types of work. These are all features I have echoed within my statement.

The mural application Emma and I had practised also asked for a short artist statement. This was one of the first times I had written conceptual ideas about our work together, without fully discussing it with Emma first. When we got together to discuss and critically evaluate each other's applications it turns out we had both taken very similar viewpoints in creating the explanation of Curb Illustration. This was a defining moment as collaborators, and helped both of us to feel more secure in working together. We also found our faults and strengths within the application writing process (as found on my website live application page).

Overall I feel the exit strategy process has allowed me to explore how I initially responded to certain questions. Especially looking at the mural application and the little time I spent creating a below standard application. I will put more consideration to the presentation in future, and decide how long is suitable to spend on an application depending on how much it means to me. This will become more apparent as we go on to applying for funding as a

collaboration. Going back to basics looking at the true way to write cover letters and polite emails will make me more confident in approaching those designers whose concepts I appreciate. Allowing me to thrive going into the next stage of my life as an illustrator.