

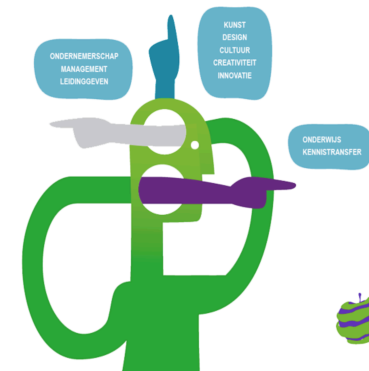
The importance of a Maker statement



Marion Beltman MSM

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- * Trained as an artist
- * Graduated in strategic management
- * Combined with a dash of Marketing
- * Consultant art & design
- * Lecturer
- * Course leader Art School
- * Jury member stipendia



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Value proposition-makerstatement:



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Ildikó Horváth – ceramics

As our society increasingly shifts its immediate surroundings to the digital realm, people are losing connection to direct sensory experiences. Within my work process, I examine the fluid relationship between physical and virtual space, with an emphasis on the awareness of physical matter and its transformations.



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Vision on this world / society

- Your contribution to the environment, society or the world
- A clear story what you want 'to change' to this world we are living in
- A 'It can be different-story'
- *(instead of how unique your work is)*

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The Why

Eman Helal, one of 9 talented participants of the Arab Documentary Photography Programme:

"I don't want to just make a story and stop," she said. "It's my dream to make the streets safe for women to walk on."

(Prins Claus Fund)



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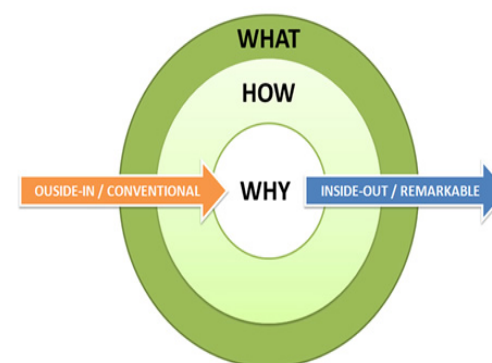
Explanation of words:

- Vision: a visionary person pictures how the world should be/change in his/her eyes
- Mission: someone with a mission has a strong believe and drive. He/she has given himself/herself the task to stay successful in this new world

M. Beltman - 2021

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Simon Sinek



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Mission

- The Why that makes you do what you do (Why - Simon Sinek)
- Your piece of text is inspirational
- Gives you a focus point on the horizon
- You'll formulate: What am I aiming for!?
- Avoid general values such as "quality, commitment, reliability, unique"

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Questions?

- Send an email to:
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- www.marionbeltman.nl

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