

artistic statement

I have always been driven to create Art that is functional, seeking out a harmony of form and purpose that serve the project's medium. It does not matter if it is a drawing, sculpture, or website ... the core approach to the process is to sculpt what I perceive to be the right answer out of the work.

Driven by the all to cliché but very real curiosity of the inner child, my personal creative process is founded in asking questions. Of myself, of a client, of the work itself. Always asking, always questioning. Not just verbally, but in the sketching on paper and in my imagination. Why do that this way, why not another? What color? What font? What reason? But most of all what is the root of the artistic endeavor. Where is the work going? That, of course, is an ongoing process and there is no linear time in the creative journey. Answers come at all different times. Finding the answer is revelation; acting on it is the transition to a finished and satisfying composition.

Eureka moments come in the lovely dance of synchronicity and serendipity. These two concepts intermesh in my creative process as I explore options and come not as a planned conclusion, but welcome happenstance on the journey. Epiphanies of solution are the sum of joy for my creative process.

But for all the freedom and lack of discipline this might suggest, I am very meticulous and a stickler for craft, detail, and form when presenting work for public consumption. The potential for overthinking or over priming is strong as my work nears completion, and over the years have learned to let the work go and move on to the creative endeavor. But the compulsion is still there to continue tweaking.

Always curious. Always looking for deeper or alternate solutions. My enthusiasm for creative creation has never diminished, and I trust that this will continue all of my days.

Daniel McDeavitt
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