

From Website to Words: Generating Artist Bios and Statements Using Generative AI with a Single Input

Abstract

Artists are frequently required to produce written bios and artist statements for exhibitions, applications, and online platforms. However, many artists find this form of self-narration difficult and time-consuming. In collaboration with a leading art tech platform, we developed a generative AI feature that automates the creation of artist bios and statements from a single input: the artist's website URL. This system extracts core data from the site and generates editable, platform-ready outputs using custom GPT-based prompts. In this paper, we present the rationale, architecture, and implementation of this tool, and discuss its impact, limitations, and ethical implications. We argue that this tool provides a valuable and scalable intervention that enhances creative autonomy by relieving administrative friction, while supporting platforms in maintaining content quality and consistency.

1. Introduction

Artist statements are a vital part of contemporary artistic practice. They act as a bridge between the creator and the audience—offering insight into the artist's process, influences, and intent. An effective statement contextualises a body of work within broader themes, artistic movements, or

personal history (Damrongmanee, 2016). These statements are required in a range of professional settings: exhibitions, open calls, grant applications, and institutional archives.

Yet, as Damrongmanee (2016) observes, many artists struggle to produce them. The process requires shifting from visual expression to written articulation—an unfamiliar and often uncomfortable mode for visual artists. Writing in a manner that is clear, authentic, and appropriately reflective of one's practice can prove especially demanding when under tight deadlines or lacking confidence with language.

While much of the recent discourse around artificial intelligence in the arts has centred on generative tools that create visual content—raising questions around authorship and originality—we explore a different proposition: AI as a support mechanism. Instead of using AI to make art, we ask whether it can assist with the repetitive, administrative tasks that surround artistic labour. Our implementation uses generative AI to produce first-draft bios and artist statements, helping artists meet professional expectations without sacrificing creative energy.

2. Related Work

2.1 Artist Statements: A Challenging but Necessary Genre

The genre of artist statements has been the subject of pedagogical and rhetorical analysis. Damrongmanee (2016) conducted a move analysis of statements and found that they typically follow a structured format—describing materials, influences, intentions, and historical placement. However, she also found significant variation in tone and structure, especially among emerging artists. For many, writing such a text is cognitively challenging and emotionally taxing.

2.2 AI-Generated Writing: Potential and Influence

Generative models such as GPT-3 and GPT-4 have been deployed to assist with copywriting, creative storytelling, and identity-centric content such as marketing bios and CVs. In one early experiment, Au (2020) used GPT-3 to generate fictional artist statements, observing that while the outputs were often coherent and inventive, they also risked sounding generic or mismatched to the actual work.

Beyond fluency, there are deeper concerns. Jakesch et al. (2023) showed that collaborating with language models can shape not only what users write, but also what they believe. This is especially relevant for bios and statements, which shape public-facing identity.

2.3 Content Authenticity and Voice Preservation

Padmakumar and He (2023) found that content produced with language models tends to converge toward common phrasings and perspectives, reducing diversity in expression. This has implications for fields where individuality and voice are critical—such as artist narratives. To mitigate this, McTear (2020) and others suggest keeping a human-in-the-loop for all identity-oriented outputs.

Transparency also plays a role. Adobe's Content Authenticity Initiative (2024) proposes adding provenance metadata to AI-generated media, ensuring readers are aware of how and when AI has contributed to published content.

3. System Design

3.1 Goal and Scope

The system is designed to reduce friction in the creation of artist statements and biographies, particularly during platform onboarding or profile setup. Unlike AI tools focused on artistic creation, this system is aimed solely at supporting administrative tasks.

3.2 Input and Extraction

Artists access the tool through the platform’s **Studio Assistant**, where they are prompted to enter the URL of their website. Once submitted, a lightweight web crawler analyses the site, extracting structured and unstructured data related to the artist’s biography, practice, materials, exhibitions, and other relevant details. The system captures information from public-facing content such as “About” sections, CVs, press kits, and project descriptions.

Two distinct generation workflows are triggered depending on whether the user selects a **bio** or an **artist statement**. Each uses a custom GPT-based prompt tailored to the intended tone, length, and audience. No form inputs are required beyond the URL, and if key details are missing from the website, they are **omitted rather than fabricated**. The system is explicitly designed to avoid placeholder text or speculative content, preserving the accuracy and trustworthiness of the final outputs.

- For **artist statements**, the output is a **first-person narrative** of 150–300 words. The prompt is optimised to reflect best practices for artist writing—authentic voice, accessible language, and structured yet interpretive content. Statements include references to

materials, themes, and notable achievements only if present in the source content.

- For **biographies**, the prompt generates a concise, **third-person summary** with a strict **350-character limit**. It prioritises clarity, professionalism, and suitability for public profiles, incorporating select details such as medium, education, location, or awards—again, only when found on the website.

These generation flows are grounded in recognised pedagogical best practices for artist statements. Damrongmanee (2016) identifies five core rhetorical moves essential to effective artist writing: (1) defining the artist’s identity, (2) explaining the motivation or conceptual foundation for their work, (3) describing materials and processes, (4) interpreting the meaning of the work, and (5) creating a connection with the viewer. These principles informed the prompt design, helping ensure that each output remains purposeful, coherent, and relevant to curators, collectors, and public audiences.

3.3 Content Generation and Editability

The generated content is presented to the artist or platform administrators in an editable format, allowing for review and modifications to ensure accuracy and personal resonance. However, the tone and length are not adjustable by the user; these parameters are defined in the prompt to maintain platform-wide consistency and best-practice alignment.

4. Discussion

4.1 Reflections on Design and Early Use

The system was developed as part of a broader art platform aiming to reduce the administrative burden that often accompanies artist visibility and profile-building. Although not integrated into the onboarding process directly—since it is currently a paid feature—it supports similar use cases by helping artists generate consistent, high-quality written content for their public profiles.

As the founder of the art tech venture noted,

“This project has been an exciting first step in helping leverage AI to reduce the administrative burden for creatives. There are many challenges when it comes to such adoption in this field, particularly for artists, where concerns around authenticity and protecting intellectual property come to the fore. However, by working with our community to continue to test and develop these tools, we’re confident we can develop a solution that is both effective and ethical.”

This perspective underscores the dual goals of the system: to deliver meaningful automation while respecting the autonomy and values of creative practitioners.

4.2 Ethical Considerations and Transparency

Because bios and statements are deeply personal, questions of authorship and authenticity must be considered. We address this by:

- Making the AI-generated nature of the text clear

- Providing an editable interface so the final authorship rests with the artist
- Avoiding template-driven phrasing that might compromise voice

We also recommend future systems consider provenance tagging as proposed by Adobe (2024).

5. Limitations

Several constraints shaped the initial system:

- **Fixed prompt-level tone** – Artists cannot choose tone dynamically
- **No onboarding integration** – The tool is accessed as a standalone paid feature
- **Reliance on website content** – Poorly maintained or limited websites reduce quality

The tool is not intended to replace the voice of artists, but to support and structure it.

6. Future Work

Future improvements may include:

- Integration into artist signup flows
- Dynamic tone and length controls

- Expanded applications (e.g. grant texts, curatorial blurbs)
- Support for non-English bios
- Metadata tagging for transparency and provenance

We are also exploring a feedback loop where edited statements could inform future outputs.

7. Conclusion

We presented a generative AI system designed to assist artists in writing statements and bios. Rather than replacing creativity, it supports artists by automating a cognitively demanding administrative task. The project demonstrates a productive model for deploying AI in the creative sector: not to generate art, but to eliminate barriers around it.

References

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