

**Writing Sample: Website Copy for a Fine Artist
(Tagline, Home Page, About Page, and Talks & Workshops Page)**

Home Page, with Tagline:

Diane Cardaci Art: Original Art with Timeless Appeal

Hi, my name is Diane Cardaci, and I work in the realist style. My art is lovingly created, one brushstroke at a time.

Welcome to my online home. I invite you to come in, learn more about me and my work, and stop to embrace the slow pleasure of art and beauty.

Sign up for my newsletter [here](#) and receive instant access to my ***3 Step Guide to Mindful Art History Appreciation***.

[END HOME PAGE COPY]

About Page:

Diane Cardaci Art: Original Art With Timeless Appeal

You might not consider yourself a “collector” in the traditional sense, but you do consider yourself an *art lover*.

You believe in the slow pleasure of beauty, and that enhancing your environment enhances your life.

And while you appreciate all kinds of creative expression, the art you’re most drawn to is classic and timeless, and displays attention to detail, dedication to craft and a reverence for the natural world.

Hi, I’m Diane Cardaci, and that’s the kind of art I create, lovingly, one brushstroke at a time. I work traditionally with both pencil and acrylics, and I love realism and detail. My preferred subjects are animals, flowers, landscapes and Italy.

A little bit more about me:

I believe . . .

:: That in our go, go, go world, the most meaningful gift you can give yourself is to slow down and appreciate the timeless beauty that surrounds you . . . whether through an original piece of art, a beautiful flower, or the way the clouds form in the sky.

:: That art is for everyone.

:: And that collecting art is not about acquiring “things,” but about connecting with our innate capacity for joy and wonder.

Feel free to visit my [Home Page to sign up for my newsletter](#) and receive instant access to my **3 Step Guide to Mindful Art History Appreciation**, or reach out to me through my [Contact page here](#).

“The whole culture is telling you to hurry, while the art tells you to take your time. Always listen to the art.” ~Junot Diaz

My Official Bio

I’ve been drawing and painting since I was a child. I developed my classical art training while studying at the Art Students League of New York City, Parsons School of Design, and the School of Visual Arts. My passion for both realism and nature led me to start my professional art career working as a Natural Science Illustrator in New York City.

After studying portraiture, commissioned portrait work soon became an important part of my art work. I’m a Signature member of the American Society of Portrait Artists, and I’ve been a contributing writer for the organization’s publications. My work hangs in private, corporate and public collections, and has been exhibited both nationally and internationally.

I’ve also devoted much of my time to art education. I directed my own art school, The Academy of Classical Art, for four years in West Palm Beach, Fl. I’m also the author of numerous art instruction books published by Walter Foster, including:

- Realistic Textures
- Flowers & Botanicals
- How to Draw From Photographs
- Shortcuts and Artists' Secrets
- Landscapes & Vistas
- Faces & Expressions

My husband and I split our time between Umbria, Italy and Palm Beach Garden, Florida. I love Florida for its balmy climate, palm trees, beautiful skies, and of course, the ocean. It truly is paradise. When in Italy, I am surrounded by the hills and mountains of both Umbria and Tuscany, and I continue to be inspired by its natural beauty and artistic heritage. I’m also passionate about sharing my knowledge of Italy's master artists and their unsurpassed contributions to the world of art.

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Talks & Workshops Page:

Talks & Workshops on Art History and Creativity from a Working Artist's Perspective

Thank you for visiting my Talks & Workshops page. I'm currently in the process of developing talks and workshops on the following topics:

Italian Art History

Having lived part of the year in Umbria, Italy for over three decades, created a body of work there, and rigorously studied the master artists of Italy, I bring a unique perspective to the topic of Italian art history.

My Italian Art History talk touches on the following: Italy's artistic heritage, Umbria and Tuscany as the true cradle of the Renaissance, how art developed in Italy over 2000 years, and an overview of Italy's master artists and their unsurpassed contributions to the world of art.

My approach to Italian art history includes a discussion of the Renaissance as a development, not an all at once "event," and the ramifications of this approach for how we look at Italy's contributions in the modern era.

Italian Masters Drawing Workshop

This workshop combines my Italian art history talk with a hands-on drawing workshop where participants learn to draw using the Italian masters as inspiration.

Students will practice the time-tested discipline of copying the old master's drawings in order to sharpen their drawing skills. This approach allows participants to learn art history and drawing techniques at the same time.

The Zen of Sketching

In this combination talk/workshop, we learn the meaning of "zen," why it is perfectly suited to sketching and art, and how it will help you develop your art. Using your sketchbook as a zen practice, you'll learn to go beyond merely "looking" to really seeing. "Seeing" in this context means feeling and connecting with our subject, as well as seeing with more accuracy.

Seeing is the essence of all great art; in this workshop, we approach seeing and drawing as a form of meditation in action, and as a path to reflection and self-discovery.

What You Can Expect

If you book me for a talk or workshop, here's what you can expect:

- Prompt response to your email and telephone correspondence
- Personal consultation before the event to ensure I understand what you want so I can gear my topic to your audience
- Excellent delivery full of relevant information in a conversational tone

- Follow up after the event for feedback

How to Book Me for Talks or Workshops

For art history talks or workshop inquiries, including information about my schedule or how to book me, please contact me **via the form on my Contact page here**, or simply email me at diane@diancecardaci.com with “Talks/Workshop Inquiry” in the subject line.

To learn more about my background and read my official bio, please **visit my About page here**.

I look forward to hearing more about your event and ways we can work together to deliver value to your audience!

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