
CONTEMPORARY

ART

ACADEMY

PERSONAL DEVELOPMENT PLAN

Artist: Clare Hawkes

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Date: March 2026

INTRODUCTION

This development plan outlines Clare Hawkes's artistic ambitions, current practice, and professional development priorities. It draws from a diagnostic session to support her progression as an artist.

CONTEXT

Clare Hawkes graduated with a BA in Fine Art from AUB in 2019 and has continued to develop a disciplined studio practice in West Dorset. She maintains a studio that must remain open to visitors, balancing her artistic practice with teaching workshops that provide an income. Clare has participated in courses with Sam Jackson, which she found highly influential in shaping her approach and helping her find her own artistic direction.

Her work has evolved over the past year to include larger-scale pieces with instinctive, expressive mark-making, while maintaining a critically engaged and personal voice. Clare regularly enters open calls and competitions, with work accepted into the Southwest Academy of Fine Arts annual exhibition. She is preparing for Dorset Art Weeks in late May and early June, and for a subsequent group exhibition in July. Longer-term, she is considering a studio relocation or securing a more private space to allow focused practice while continuing to balance teaching commitments.

While confident in her studio work, Clare identifies navigating the broader art world, especially London galleries, as a challenge. Her current feedback network provides supportive critique but lacks rigorous, constructive evaluation, which she seeks to strengthen her internal critical model and professional confidence.

AMBITION

Short-Term

- Prepare for Dorset Art Weeks and July group exhibition.
- Enter the New England Art Prize and Contemporary British Painting competitions.
- Maintain a focused studio practice with experimentation in larger-scale, instinctive works.

Medium-Term

- Explore studio relocation or securing a private space to support focused practice.
 - Increase exhibition opportunities, particularly in London, and grow professional visibility.
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Long-Term

- Expand exhibiting opportunities nationally and internationally.
- Transition from emerging artist to established professional status.
- Grow sales and recognition while maintaining a critically engaged, non-commercial artistic voice.

SUCCESS LOOKS LIKE

Success for Clare encompasses both artistic fulfilment and professional recognition. She defines it as consistently developing her practice in a way that feels personally meaningful, while securing opportunities for her work to be seen through curated exhibitions, prizes, and open calls. A key indicator of success is gaining rigorous and constructive feedback that strengthens her internal critical model, enabling her to navigate the London and national art scenes confidently. Ultimately, success is marked by establishing a unique artistic identity that gains recognition without compromising her creative integrity.

CHALLENGES

- Limited financial resources, impacting studio rental options and time-intensive projects.
- Balancing teaching workshops with dedicated studio practice.
- Studio visibility requirements reduce privacy and focus.
- Navigating the London art world, including open calls and gallery representation, is uncertain.
- Current feedback network is supportive but lacks rigorous, critical evaluation.

NEEDS

- Mentoring focused on Personal Practice and Professional Development, particularly in critical evaluation and navigating the art world.
- Engagement with mentors offering fresh perspectives, including Sam Jackson and Dean Melbourne.
- Guidance on strategic exhibition submissions, gallery representation, and professional positioning.
- Opportunities to expand networks and visibility in the London art scene and broader UK context.
- Support in balancing studio practice with professional commitments to maximize artistic growth.

CAPACITY

Clare has the flexibility to dedicate studio time primarily on Mondays, Wednesdays, and Fridays. She is prepared to participate in monthly mentoring sessions, beginning in April and May, with a potential resumption in July and August depending on budget and availability. Clare balances teaching workshops, which support her income, alongside her studio work. She demonstrates strong motivation and discipline in her artistic practice, providing a solid foundation for focused mentoring and development.

WHAT WOULD MAKE THIS EXPERIENCE VALUABLE

The value of this program lies in providing Clare with consistent, meaningful engagement that advances her artistic practice while supporting professional growth. She seeks rigorous, constructive critique to

challenge assumptions and strengthen decision-making in her work. Exposure to opportunities that broaden recognition, particularly in London galleries and curated exhibitions, will also be critical. Ultimately, this experience is valuable if it facilitates the development of her unique artistic voice, enhances her critical awareness, and equips her with the tools and networks needed to successfully navigate the broader art world while maintaining a fulfilling studio practice.

PROPOSED SCHEDULE

MONTH 1 (APR)

WEEK 1 – Sam Jackson (Artist)

- Artist crit
- Together decide on tasks/research

MONTH 2 (MAY)

WEEK 1 – Joanna Whittle (Artist / Curator)

- Artist crit
- Together decide on tasks/research

MONTH 3 (JUN)

WEEK 1 – Zavier Ellis (Co-founder)

- Review

CONCLUSION

This plan represents the first stage in providing a structured framework for Clare to advance her practice, develop professionally, and strategically navigate the contemporary art world. By addressing her challenges, supporting her ambitions, and leveraging her capacity for disciplined work, Clare is positioned to move from an emerging artist toward greater recognition while preserving her authentic artistic voice.

Investment Summary:

- 1-hour 1-2-1 mentoring sessions - £95 each (fees are paid in monthly instalments starting two months ahead of the planned start date, or immediately if the programme begins sooner)
- Start Date: April 2026
- Session Frequency: Monthly
- Optional supplementary 1-2-1 mentoring sessions - £95 each
- Optional course add-ons - £95-£295

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