

Why Buy Fine Art?

Buy with your heart and soul because the artist creates from the heart and soul.

Who buys fine art?

You do not have to make six figures to own fine art. Average, everyday people buy original artwork. It is not just for the wealthy. In fact, buying fine art can be a fairly affordable investment.

Consider purchasing from contemporary, living artists. In general, contemporary art is more affordable. Not only will this help your budget, you will also have the satisfaction of knowing you are supporting a working artist that depends upon sales to support her/his career.

How do I decide?

Selecting fine art is sometimes a daunting or intimidating task, but don't be afraid! You don't have to be an art expert to choose the "right" piece. Pick the piece that you fall in love with. The artwork that speaks to you most is ALWAYS more important than whether or not it "matches". If you choose with your heart, it will always match you! Image and composition are far more important than concerns about how it matches the couch or curtains in a room. Those things will likely be replaced at some point due to wear and tear. Your art will retain its beauty and value. Acquiring fine art for your home is one of the most rewarding experiences that you can give yourself. Think about the hours you spend in your favorite room, filled with artwork that is powerful and meaningful to you.

What makes art "good"?

Maybe you are wondering how to choose because you don't know what "good" art looks like. You may have been in someone's home and viewed a piece that you just didn't "get". The owner may have been able to explain how popular the artist was and expensive it was, but may not be able to explain why they even like it. Choosing art because its trendy is never a good plan. Just because it's popular, doesn't make it good, (ever wonder why some awful songs get played so much?). Art does not have to come from a well-known artist to have value or to be "good". Many amazing artists have yet to be discovered. Maybe you can be part of helping an emerging artist gain recognition! Again, select what you like and what moves you. Go with what's 'good' for you.

What's on your walls?

Beside self enjoyment, your art work is the first think people notice when they enter your home...not your furniture, not your floors coverings, not your window treatment....it's what's on your walls. Fine art makes a powerful statement. Your artwork tells your guests about you. It should stir the imagination, reflecting your taste, your style, and your personality.