



## A few words about collecting art...

### Collecting Art in General:

- You'll want to spend time learning about art and individual artists rather than following the latest art trends or styles of today. Popularity and hearsay does not insure an artist's work will increase in value over the years.
- Educating yourself about up and coming artists can help you purchase wonderful work that you can afford, before it becomes artificially inflated. While purchasing expensive pieces by already established artists is one method of collecting, its certainly not the only and not necessarily the most profitable in the long-term.
- Buy paintings that you fall in love with. The artwork you purchase will most likely be in your home for a long period of time. Make sure you really love the artwork you buy and it will enhance your decor as well as add to your quality of life for years to come.
- There is no right way to collect art. Each collector has their own method of purchasing art, and it can vary from: buying bundles of art at one time, purchasing a select piece once every year or two, commissioning a favorite artist to create individual work with personal meaning, etc. Find the style of collecting that best suits you and stick with that.
- Ask questions. A reputable art dealer or gallery should never hesitate to answer whatever questions you may have when considering the purchase of an artwork. Provenance, condition, artist information, and history are all aspects of the piece that are very important to its value and your enjoyment of the work.

### Corporate Collecting:

- Meet with a professional corporate art consultant or gallery before making any costly purchases. An experienced professional will guide you in the right direction in terms of how many pieces to purchase, what style of work to include, where to install artwork, any many other crucial decisions.
- Identify a style of artwork that projects your company's overall image or purpose, while also complimenting the existing office aesthetic.

For example: If your company is a very forward thinking tech firm housed in a loft space with chrome fixtures and exposed duct work, contemporary, abstract artwork may be the best match for you. In the reception area of an established law firm decorated with dark woods and conservative lighting, traditional landscapes, portraiture or still life may be better suited for the space.

~ more ~

- Support the local artist community. Many companies build their collection around a backbone of local artists. This shows clients, employees, and the city their loyalty and appreciation to the community and usually leads to some excellent opportunities for local and national publicity and press.
- Keep your clients in mind. The artwork a company displays sends a direct message to a visitor or client, often leaving an indelible impression. While you may like a particular piece, if the artwork you choose to display is offensive or confrontational, you run the risk of scaring away the client.
- Keep track of details. Make sure to have an appointed employee or art consultant keep a catalogue your artwork as it is purchased and update records as necessary. Careful record keeping of artwork details can prevent confusion in the future concerning damage, loss, and value.

**You deserve great art, we sell it!**

**Treat yourself, or someone you love.**

**Featuring Original Art by Living Regional Artists**

**expert conservation custom framing done on the premises**

**77 W. Bridge Street New Hope Pa 18938 (215) 862-5272 visit us [buckscountygalleryart.com](http://buckscountygalleryart.com)**

**Hours: Tuesday - Friday 10 - 5pm Saturday 10 - 5pm Sunday 12 - 5pm email [framz1@aol.com](mailto:framz1@aol.com)**