

Why Should I Buy Art?

By Brian Sommers

- * Art is a powerful form of expression not only for the artists who create it, but also for those who own it. Art allows people to express their individuality and to represent their beliefs, feelings, imaginations, convictions or philosophies in socially (and visually) acceptable and redeeming ways.
- * Art encourages people to ask questions, introspect, think about ideas, experience fresh new perspectives and most importantly, it encourages them to take brief moments out of their busy lives to reflect on more than just the mundanities of their daily routines.
- * Art improves quality of life. All you have to do is think about the difference between a room with bare walls and one with walls full of art.
- * Art inspires people to think about and even visualize how life might one day be better than it is now.
- * Art stimulates the expression and interchange of thoughts, feelings and ideas, even among total strangers who might never otherwise say a single word to each other.
- * Children are fascinated with art. Art prompts children to ask questions and encourages them to fantasize, imagine and expand their perceptions of reality. Art teaches children how to be creative and have fun with life and gives them permission to do so as well.
- * Art transforms and personalizes the places where we live and work. Art revives lifeless interiors, homes as well as businesses, and transforms them into unique, beautiful and engaging environments.
- * For those so inclined, art can be used to signify wealth, success or power and can even be used to intimidate. For example, imagine a CEO's office appointed with a big bold, vibrant, dynamic painting hanging on the wall directly behind the desk, and two imposing larger-than-life sculptures strategically placed around the office. Anyone who sits and meets with this individual must also contend with his art.
- * An original work of art is not only visually appealing, but it also communicates the personality, abilities, creativity, insight, technical mastery, attitudes, and at its best, the brilliance and genius of the artist who created it. And people who own art are able to experience and be inspired and uplifted by these qualities on an ongoing basis.
- * An original work of art reflects, enhances and even magnifies the personality of the individual who owns it.
- * An impressive or extensive personal art collection can be likened in microcosm to that of a great museum, and certainly increases the esteem of the owner among his or her peers. In fact, many of the great personal art collections either end up in museums or become museums in and of themselves.
- * Art makes people proud to live, work and play where they do. They point to their museums, public artworks and cultural institutions with pride. Owning original art has the same positive effects for

individuals. For buyers who like to profit from their art either directly or indirectly, know that many people decide where to spend their time (and money) based on the art that those venues have on display. For example, commercial spaces such as restaurants, hotels and meeting places often attract people because of their impressive art and interior decor.

* Art is environmentally friendly, energy efficient and easy to maintain. It does not increase global warming, use fossil fuels or need to be serviced on a regular basis, and it's certainly not just another expendable commodity destined for the landfill once it outlives its usefulness. Art never outlives its usefulness.

* Across the country and around the world, artists move into troubled or blighted neighborhoods or parts of cities that have fallen on hard times and revitalize them with their artistry. Property values increase, new businesses move in and the overall quality of life in those areas improves immeasurably. Sooner or later, the public at large discovers these wondrous transformations, and in some cases people actually travel great distances to visit these creative oases. In other words, buying art and supporting artists serves much larger purposes than simply decorating your walls. It provides artists with the means to improve the quality of life for everyone.