

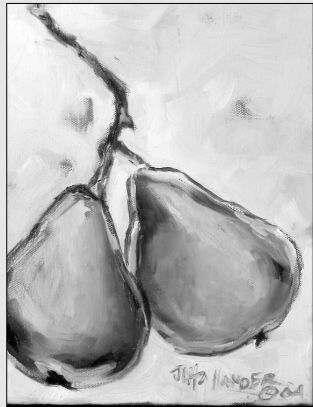
Home Is Where the Art Is

Original works create more than just ambiance; they offer a sense of harmony and grace.

DO YOU KNOW the joy of having original artwork enhancing your home? Grand Rapids' galleries are ripe for picking exquisite works by talented artists at reasonable prices. So, what's holding you back?

Original art adds a special energy, an element of beauty, and a sensual satisfaction to the home—especially when you've picked it out yourself. In a sense, you enter into a relationship of open communication with the artist. Each day that you look at a piece, you may discover the painting or sculpture has something new to say to you. Owning original artwork can make you proud and brings a sense of honor in having made an investment in your culture.

Original artwork transcends color schemes and décor motifs. It emotes, fulfills, and brings a balance and harmony to the home—and the beholder. This should be reason enough to justify your investment in art, but if not, there's more.



Joan Hollander: *Bartlett Pair*, oil on panel, 2004

Ars Longa, Vita Brevis

This ancient Hippocratic Latin aphorism translates “Art is long, life is short.” Unlike a night out on the town, dinner at an elegant restaurant, or tickets to the next Rolling Stones concert, the artwork you purchase lasts throughout your lifetime and leaves a legacy for generations to come. A piece of art that you've chosen and enjoy can speak volumes about who you are and what you value. Think of those drains on your monthly budget: the cell phone, Internet access, cable, or satellite TV. If you can justify spending that much on conveniences that bring such fleeting satisfaction, certainly you can allow yourself the joy of owning your own collection of original art—a collection that will bring joy for decades to come.

More for Your Money

For centuries, knowledgeable art collectors have translated the beauty of art into an abundance of cash. Art appreciates in value. Just think if you were to go back in time and purchase a piece by Picasso, Degas, Monet, or Van Gogh before the art world recognized his genius? Well, you don't have to go back in time. Today's local artists are creating exciting works that will most likely appreciate in value. Their work may never approximate the value of the aforementioned masters, but you never know. The proprietors of Grand Rapids art galleries can work with you to discover emerging artists who can make your art collection a wise financial investment as well as an enjoyable experience.

You'll also find that area galleries offer great values, provide a wide range of price points, and are often comfortable with letting you bring a work home to “try it before you buy it.” Many galleries offer extended payment plans that make it easier to own art than to buy a mattress. Gallery owners love art—and love sharing it with others. Don't feel intimidated. You'll find that Grand Rapids' gallery owners treat “emerging buyers” with just as much respect as they give emerging artists.



Joan Hollander: *Working the Sea*, oil on panel, 2005.