

The Art-Language of the Croupier



Christopher J Wesley

Your's is the Language of The Croupier

The **Art-Language Type Quiz** allows you to understand how you most comfortably communicate with art.

By understanding this, you can better bring art into your life in a way that enriches your life and empowers you.

There are generally four Art-Language Types:

- Reflection
- Adornment
- Braggodocio
- The Croupier

The art that speaks to you best, should highlight the color of paint on the walls and flatter the furniture in the room that you're putting together. Because of this, the colors, media type, orientation and size of the art will typically speak louder to you than the image itself.

Where to begin

On the following pages, is a brief guide to help you begin your journey from an art collector's point of view.

In the coming months, I will be expanding the information available to how you can better be empowered by art using the Art-Language of The Croupier.

Using the Art-Language of The Croupier.

HERE'S HOW TO BEGIN:



Be true to
your tastes. }

Stick to the art that moves you and speaks to you on a personal level.

Trends have a shelf life...

...but style is forever.

This is especially true when dealing with something as speculative as investing in art.



Express
yourself }

Yes!

You can express yourself through the art that you hang, even if that expression was built around a piece of gossip or innuendo that makes the artwork noteworthy.

You just have to buy art that...

...reflects something about
you and your life.

In doing so, you build your own stories into your space and give it depth.



Explore }
options }

You don't have to limit your purchases to galleries.

Great art can be found at book stores, garage sales, hospitals, movie theaters, restaurants and artist websites.

Some excellent artists are deliberately staying out of galleries, so keep in mind that in the current market, emerging artists are continually finding new and exciting ways to reach their collectors.



Educate
yourself }

Investigate the artists you're
collecting.

Where is the artist from?

How do the pieces you've bought fit into the artist's
development and career?

If the artist is contemporary, you can find out more by
visiting their website and getting on their mailing list.

If you've purchased their art from a gallery, the gallery
might be able to speak on the art as well.

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Find your
passion

What does the art you like
have in common?

When you have an understanding of this, it will make collecting much easier for you because you understand **WHY** a piece is meaningful.

It also helps you search out new pieces to add to your collection because you know **WHAT** you're looking for.

This will form the context of your collection and may even form groupings of particular works within your collection.



Questions to ask yourself



Does the art challenge or stretch me in some way?

Does the art make me feel certain emotions? If so, what are those feelings? Why are they important to me?

Is the art representing certain parts of my life? How? Why?

Do the technical aspects of the art fascinate me?



Document
your art }

Good documentation can raise the dollar value for a piece of art and it enhances your personal ability to appreciate the piece and how it fits in your collection.

Documentation can include:

1. When and where the art was shown.
2. Any stories that specifically relate to the art.
3. Anything memorable about the purchase of the art.
4. Was it purchased through social media or through some other channel that has an interesting angle to it?
5. Biographical and career information about the artist including where and how this work fits into the artist's canon.



Other items
to save



Keep these with
your documentation.

1. Receipts
2. Related books
3. Exhibition catalogues
4. Gallery brochures
5. Reviews of the art or the exhibition
6. Photos of you with the artist
7. Photos from artist's reception(s)



Rarity is }
important }

One-off originals will always
be more valuable than multiple prints,
but there may be space in your collection for limited
edition prints.

The trick is to be conscious of whether you're buying
the original piece or a copy and how many copies are
being released.

For photography or other works that must be printed
in the first place – find out how many reproductions
are being made and always remember...

...the rarer the edition, the higher the price.



Protect
your legacy }

Guard against misfortune.

Check if your insurance covers **ART**. Anything from home theft to a leaky roof or natural disaster can remove all value from the artwork.

If not, you may need to insure the artworks to protect your investments.

Also, consider how the collection will live beyond your years. **WHO** do you want to have the artworks you leave behind.



Bonus
advice }

Be Patient.

There's no reason for you to hurry.

Follow artists on social media to get to know them better.

Expose yourself to as much art as possible by going to museums, art fairs and galleries.

Ask questions and absorb information about the art that interests you.

And lastly...

...have fun



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About the Author



Christopher J Wesley wants to empower the world through art.

Through his visual art, music, award winning fiction and best-selling non-fiction, he tells stories and creates works that expose the core of how we find our way to belonging in the world so we can all live a fulfilling and purposeful life.

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**Book a free 15-minute video
consultation**



I'M IN, BOOK ME!