

Smart
Guide
to

Buying Art For Your Space

In Seven
Easy Steps



*Parnell*STUDIOS

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Let's Get Started!

Choosing artwork for your home or workspace can feel intimidating and overwhelming.

I've talked with a lot of people who live with bare walls because they don't know where to start when it comes to buying art. It's because they don't understand all the "artsy" terms, what they are actually looking at, or they're worried about spending a lot of money on something that won't "look right."

Does this sound like you? If so, I've got you covered!

I understand that there are so many obstacles people bump into when purchasing art.

But, with a few basic steps, you can confidently purchase the perfect piece of art for your space.

These steps will also help if you're working with an interior designer, so he or she will know exactly what will work best for you.

Ready? Let's go!



1

Measure your wall space to determine the size

A general rule to follow is that the artwork should fill approximately two-thirds of the available space.

I recommend cutting pieces of paper to various dimensions and taping them to your wall to help you decide on the right size artwork.

It's important to leave enough blank space around a piece of art so it has "room to breathe." That empty space ensures your art makes a statement.





2

Decide on a budget

Determine how much you want to spend on your art piece. Art is available at almost any price point, so you will definitely find something you love for your space.

Consider this: If you've found your dream home, it's worth collecting furniture pieces, accessories, and artwork that will grace your space and carry cherished memories over the years.

Plus, art pieces that are meaningful to you are investments that can become heirlooms later on in your life and are worth the splurge.

3

Choose the type of art you'd like

Your budget will often help you decide the type of art you'd like to purchase. You have three main types of art from which to choose.

Original

An original artwork is a one-of-a-kind piece the artist has created by hand. In cases where the artist does not reproduce their artwork, i.e., make prints, the original can truly be the one unique piece.

Reproduction

A reproduction refers to any artwork produced using an image of the original work and a machine-driven process. These are often referred to as a giclée. A giclée can be printed on almost any substrate ranging from paper to canvas, fabric, metal, wood, and more. Reproductions usually cost about 50-70% less than original artwork.

Commission

When it comes to quality and the perfect match for your style and personality, you can't go wrong with commissioned artwork, a piece created specifically for you. Commissioned art generally costs more than original artworks that the artist has already painted.



Nothing says luxury, quality, and heirloom more than a custom piece of art made just for you.

4

What's your vibe?

Art should make you *feel something*.

- What do you want to feel when you see it?
- Do you want it to relax or energize you?
- Do you want it to evoke a certain memory?
- Do you want it to make you laugh?

You get the idea. Decide what mood you want your artwork to evoke, and find a piece that does that for you.

Remember it doesn't matter how others feel about the art you like. The only thing that matters is how it makes you feel every time you see it.



5

No need to be “matchy matchy”

The art you choose doesn't have to match the colors of your home. This is very important, so I'll repeat it. You don't need to match your art to your décor.

In fact, professionals often keep things more interesting by “mixing it up.”

For example, hanging a piece of contemporary art in a more traditional space draws more attention to the art.

So, above all, buy something you absolutely love and forget “expectations!”

6

What's your style?

Discovering what styles of art you prefer will help eliminate a lot of unnecessary shopping.

In my experience, sometimes it's easier to start with identifying what you don't like and then move on to making a short list of your likes.

You can also check out the different genres of art. If you don't know anything about these, no worries. Just look online to find all the types, definitions, and examples of art that appeal to you.

Whether you love impressionism, abstracts, photorealism, modern or other genres, you will be prepared with a myriad of terms to use in your quest for the perfect piece of art.



1

You can skip the galleries

The way you can buy art has changed dramatically in the last few years. Thanks to the internet, you have direct access to artists from all over the world as well as those in your immediate area.

This is good for both artists and buyers, as working directly helps keep art prices more reasonable.

When artists don't have to pay large commissions to a representing gallery, they can charge less for their work and still make a living wage.

You can also work with an art consultant or an interior designer. These professionals can save you time by shopping for you. They will sift through all the options, present you with what they consider your best options, and you choose from their selections. The final decision is yours alone.

Only buy it if you absolutely love it. If you're not totally smitten, keep looking because you will know when you've found that perfect piece.



Finally, feel free to ask an artist (like me!) to help you

As a professional artist, I want you to be overjoyed with your purchase.

I'm always happy to walk my clients through these steps. I want to reduce the stress of art buying and make sure you end up with the perfect piece for your space.

Buying art doesn't have to be scary or overwhelming. You've got this!

Let's explore your style and needs, so you can know exactly what you're looking for.

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Award-winning artist with a pastel painting in the permanent collection of the AKC Museum of the Dog, New York, NY.

- Signature Member of Pastel Society of America, New York, NY
- Gateway Pastel Artists, St. Louis, MO
- International Association of Pastel Societies