

HOW TO BUY ART



A short but sweet guide

We passionately believe that art transforms any space. We also believe that the art buying experience should be joyous and easy, and not intimidating.

Let us tell you how...

1 — Do some research / Determine your taste

If you aren't already familiar with the art world, welcome - it's a whole new universe in which to immerse yourself. At the beginning, it can be a bit daunting, nevertheless, we do not bite.

Visit galleries, museums, blogs and art fairs. If you prefer to do your research with your feet up and accompanied by a glass of wine, the online gallery world is booming.

Whether the artwork will be hanging in your home or office, you will see it every day. Does it have a story and do you really connect with it?

See as much art as you can: online, in galleries, museums, art fairs and student shows. The more art you see, the more you will develop an eye for what you like. Knowledge can help put things in context and help develop your taste in art.



Defiant by Michael Meyersfeld



Red Furie by Gabriele Viertel

2 — Set a budget / Consider your space

Consider where you wish to place the art-piece and measure it, to make sure it fits the space. If you are considering buying an extra large piece make sure to measure the door and space up the stairs too - otherwise it might not fit!

3 — Consider all platforms

Sales platforms vary. Collectors are no longer limited to their local gallery or auction house. Many are beginning to cater to a global market of collectors by switching online.

Also check out loan programs in association with galleries - OwnArt is a UK government scheme that allows you to pay in installments.

4 — Ask yourself: is it ethical?

Consider this; are you supporting the career, creativity and health of the artist through your purchase? If buying from a gallery, try to get an idea of the flexibility this artist has with their gallery and how much commission the gallery takes from the artist.

5 — Shortlist your top 5

Once you have chosen your artwork, explore how flexible the gallery is. Many galleries have a 6-month trial period in case an artwork isn't as well suited to a space as you first imagined. Galleries also offer free shipping and free returns, so make sure to enquire about the sales conditions. Finally, create a file for yourself with your top five pieces, in either printed format or digital (such as ArtStack or Pinterest!).

6 — Buy it

It is totally acceptable to ask a gallery what their best price is. The contract between dealer and artist usually permits the dealer to lower the price of an artwork up to a certain percentage. HOWEVER you must keep in mind that the artist only gets half of the listed price, sometimes less depending on the gallery. So the less you pay then less the artist would get.

7 — Insure it / Keep all documents

This cannot be stressed enough. Throughout the process, make sure to keep the receipt, invoice, documentation and authenticity certificate from the seller. These will provide the provenance (authenticity) of the artwork and are crucial when valuing the art piece in future.

8 — Love it! You deserve it

Share the joy of buying an art piece with your friends and family, and encourage them to give it a try too. Share with them your learnings and your resources. The more art we buy, the more artists can make a living.

9 — Follow the development of the artist

Keep in touch with the development of the artists. Make sure to ask the artist or curator to add you to the gallery's newsletter, this way you will be the first to find out about new work and exhibitions of the artist you invested in.