

WHY BUY ORIGINAL ART?

When An Artwork "Speaks" To You...

Many purposes exist for purchasing original artworks.

1. **There is only ONE original.** When you buy an original work of art, you can be certain that no one else in the world owns something just like it. Even if an artwork is part of a series, each item will be different from the others in that series.
2. **Original art "dresses" your environment** as no other item can. Original artworks increase your quality of life by generating pleasant emotional responses each time you look at it. Viewing as well as producing artworks also reduces stress. An artwork can exist alone and does not need to "match" your decor to be a blessing. If matching your furnishings is important to you, keep looking for that artwork that "speaks" to you that will fit with what other items or heirlooms you must keep. Eclectic is still popular.
3. **Original artwork can be a conversation starter** with family and friends. An artwork can stimulate an emotional response that gives expression to our non-verbal thoughts and our own unique preferences. It can continue to stimulate even after many years of viewing it. Good original artworks do not "go out of style" like clothing or wall colors.
4. **Purchasing original artworks supports artists** instead of enriching imported and/or mass-production products of lesser quality. You will be enabling a market to continue that contributes to the enrichment of our society. Mass produced items often need repair or continued maintenance. Original artworks require only common sense care.
5. **Longevity.** Original artwork, created with sound understanding of the materials used, will last more than a lifetime and can be handed down to heirs with increased value.
6. **A Good Investment.** Many people purchase original artworks solely for investment. Good artwork, well executed, only appreciates in value over time, but the increase in value does depend somewhat on the artist's recognition by collectors. Even a small increase in value is better than the original price. If the artist is not yet well known, and you love the artwork realizing its value, you are blessed to be able to purchase it at a smaller price.
7. **Teaching your children** the value of original art will stimulate their development in many areas. Art connects cultures, social status, and geography. Brain research has proved that art instruction and talking about art stimulates greater intellectual processes, such as analysis, which is one of the higher order thinking skills. Art instruction is gradually being eliminated by the public school system for financial reasons, and private schools sometimes also find the extra expense of art instruction is beyond their ability to provide. Parents may now become the main or only source of art instruction and inspiration for creative thinking. This is loss of valuable opportunities to think

critically about artworks, strengthening their decision-making based on sound intellectual and emotional processes. Studies also show that exposure to and instruction in the fine arts (all of them), develop thinking processes in the academic areas also. (see Art is Good for My Brain?)

8. **Art is a universal language.** When you live with original art in your home or place of business, you will begin to understand the artist's vision and the "story" that motivated its creation. It is a discovery that brings joy when you can share the artist's passion that "speaks" to us.