

The Beginner's Guide to Buying Art

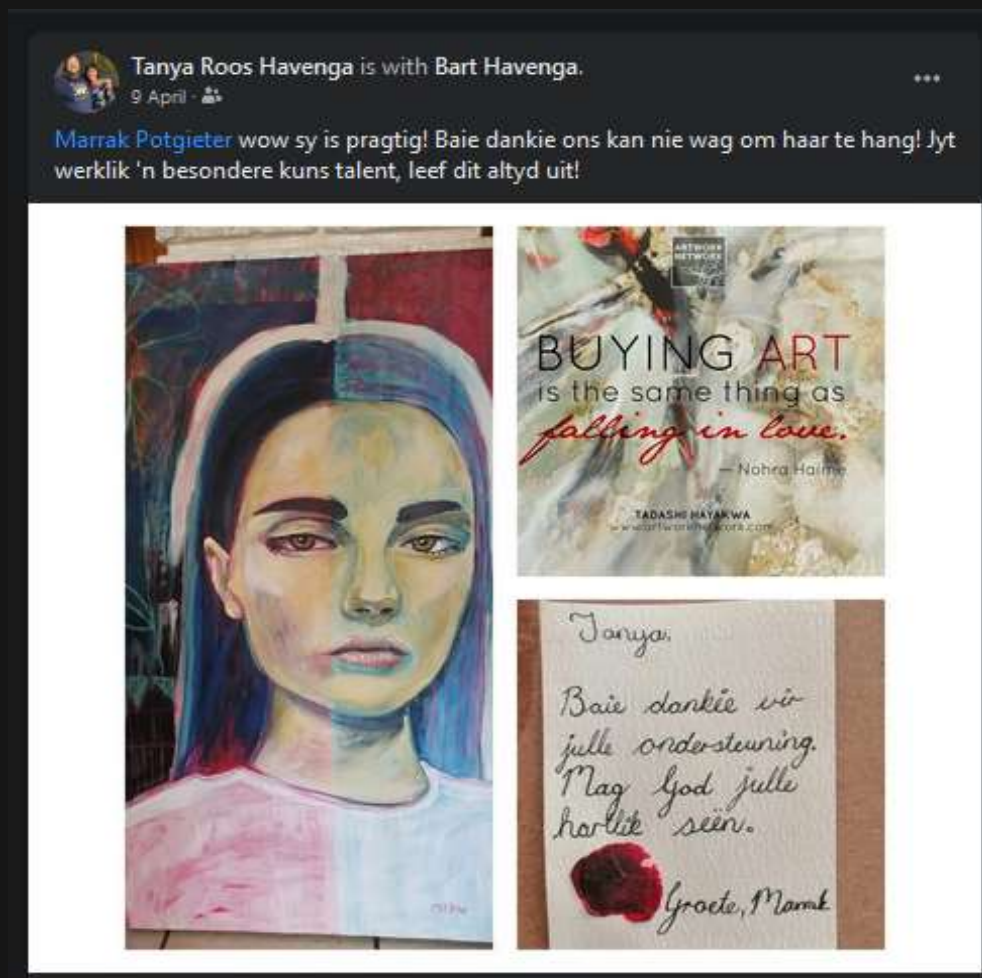
Art instils beauty, inspiration and a sense of culture into our homes, our businesses and our society as a whole.

The purpose of art is to uplift the human spirit.

Purchasing art and supporting artists is a worthy endeavour that can be both affordable and within reach!

Initially, the art world can appear vast and daunting to navigate, but in reality, it's a wonderful realm to explore and discover, now more than ever, since the advent of online shopping.

Studies have shown that when we look at a beautiful artwork, it stimulates the same part of the brain as falling in love. The dopamine hit we receive is similar. Buying an artwork is always a thrilling experience. Time to take the leap!



1. Don't let anyone limit your perception of what counts as good art.

The array of genres and styles, media and subject matter is enormous, and no two people will have exactly the same reaction to an artwork. When asked why they purchased a particular piece, many people simply say, "It speaks to me. I had to have it."

It's ok to buy art purely because you love the colours, or because the subject matter inspires or energises you, or expresses an emotion which you need to have expressed somehow. It's fine to buy art for décor purposes. Beautifying your home, office, practice or business is an excellent pursuit and finding a suitable piece to fit the space and surroundings is not as hard as one might think.



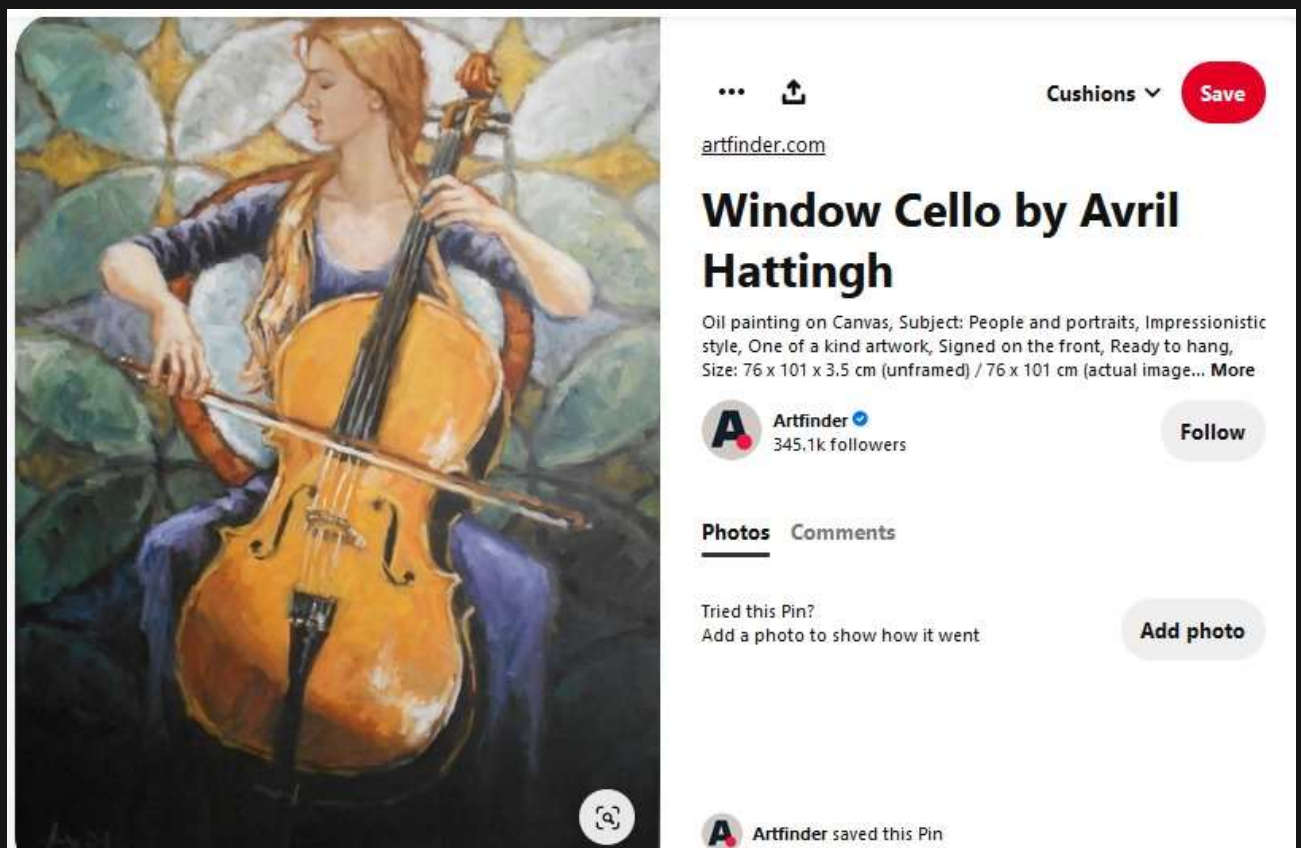
Reckless Endangerment – Marrak Potgieter, Mixed Media, 2021

One of the most satisfying aspects of buying a work of art is that it's a true expression of your individuality. Nobody needs to understand or agree with your choice, and there is something to be said for

allowing different family members the freedom to choose pieces which speak only to them (provided they are not offensive or purposefully grotesque. Art must make us better people, not worse.)

2. Get exposure to great art to develop your personal taste.

- If you're stuck at home, get on Pinterest or Instagram and allow yourself to travel down the algorithm rabbit hole. Pinterest is particularly good because it displays visually similar images to the one you click on, and has easy links to the source: an online store or the artist's website.



- Become familiar with different media. Drawings, paintings in oils, acrylics or water-colour, multimedia and collages all appeal to different people at various times. Don't reject any medium until you've seen the good, the great and the mediocre artists who use it.



Lion - Marrak Potgieter, Digital Painting, 2020

- Familiarise yourself with various styles. Impressionist, expressionist, modern, abstract, contemporary... each art collector has a preference, many have an eclectic style with many different eras and styles of art displayed in the same space. Sometimes the space itself demands a certain style.



- Visit galleries and independent exhibits. Art in real life is often much more impressive than on a screen. If you are fortunate and live near established galleries such as the National Gallery in London, or the Goodman Gallery in Johannesburg, get out there.



- Exhibition openings are a great way to see artwork in reality, meet fellow art lovers and possibly meet the artist and connect with them. Of course, we don't say no to cheese and wine either!

3. Don't be intimidated by the cost of art

Most people have a budget to stick to, and it is still possible to work within a relatively tight framework. If you're not at a place where you can purchase any art your heart desires, start somewhere and work your way up.

- Sell your TV to buy your first artwork! TV is a mind-control tool, a time waster and a space-filler. Studies have shown that watching TV has a direct negative effect on weight, fertility and mood! It

also narrows your viewpoints and stunts your ability to think for yourself. Owning a special piece of art is a fantastic motivation to kick your TV to the curb for good. You can still have access to everything on TV, if you really feel the need, any device with an internet connection can offer a thousand times more information than TV, only you have far more control of what gets fed to you. When you take the plunge, post about it on social media with the hashtag #isoldmytvforthis !



- Visit flea markets, car boot sales and clearance sales, or shop around on websites like Gumtree, OLX and even Facebook marketplace. One man's trash is another man's treasure and it is possible to pick up true gems for great prices.
- If you find an artist you really love but their prices are out of your league, consider buying limited edition prints. These are usually great quality, durable, signed by the artist and come with a certificate of authenticity. Remember that they will need to be framed to preserve them. Make sure you find a competent framer in your area and allow for that additional cost.

- Consider teaming up with a friend who is an art lover with similar tastes. Purchase artworks to “share” by swapping them out every few months.



Portrait in Blue - Marrak Potgieter, Acrylic, 2018

- Look for up and coming artists whose work you like. Get to know them and find out if they are serious about their art, and planning to make art on a constant basis. Purchase a few of their pieces before they become famous and too expensive for you. It will always work in your favour to share their work on social media and tell your friends and colleagues about your purchase. This can speed up your favourite artist’s development and improve their rate of sales. That way, your pieces are almost guaranteed to increase in value over time.

4. How to manage with limited space

Large buildings with plenty of wall space are magnets for big, beautiful art such as paintings, tapestries and installations. That said, the cost of living has forced many of us into smaller premises. The good news is, it's still possible to fit gorgeous art in tight spaces.

- Consider smaller pieces. This can actually help you become the proud owner of a piece by a famous artist. Smaller paintings are often more affordable, but the style, the name, the prestige and the enjoyment are still perfectly intact.



- Store some of your larger artworks and swap them out every few months.
- Look at sculpture, carvings and crafts by your favourite artist. A little sculpture fits perfectly into a wall alcove, on a shelf or mantle piece.
- If you live or work in a really tiny space, try commissioning the artist to paint/draw/carve/etch something functional into a beautiful artwork for you. Ask your favourite bladesmith to make you a kitchen cleaver with an ornate handle, or ask a painter in acrylics to paint a lampshade for you. Consider buying functional art like pottery or glasses, jewellery or even cutlery. These items are things you would have bought anyway, and they have the added benefit of being used and enjoyed on a regular basis.



- Lichty Guitars

- Many artists print their work on all sorts of décor items like cushions, window blinds, tablecloths, upholstery, placemats, clothing and the like. This is a way to support the artist financially, bring their art into your home or business and make a statement about who you are and what you love.

DON'T buy art you don't like. Some pieces may grow on you, but your first instinct is usually spot on, and paying your hard-earned money for an artwork you don't love is never worth it.

DON'T buy grotesque or offensive art. Evil images will attract negative things into your life and heaven knows there's enough bad stuff in the world already.

Did you find this guide helpful? Shoot me an email and tell me what you love about buying art, what scares you or what is holding you back! info@marrak.co.za

Regards,

Marrak

<https://marrak.co.za>

<https://web.facebook.com/woollyblackdog>



Marrak Potgieter - Pen and Ink, 2016



Marrak Potgieter - Mixed Media, 2015