

Fearless Art Shopping


6 Tips for the Beginning Collector

C'mon, now. You're well out of college. It's time to move on from those framed posters and adorn your life with original work that brings you joy.

- 🎧 **Buy what you like.** Notice what environments and artwork attracts you. Identify artists or schools of work that look cool or get your attention in a good way.
- 🎧 **Don't "invest."** That is to say, don't "invest" in art any more than you "invest" in a quality handbag or pair of jeans. You're choosing art to fit you and your lifestyle, not your retirement portfolio.
- 🎧 **You don't have to be super rich.** However, if you are super rich, bravo. Well done. Nonetheless, collecting art can be done on a modest budget over time with impressive results.
- 🎧 **Determine your art budget.** A reasonable metric is one year's hair and makeup expenses. When that impulse purchase eye cream is long gone, your peepers will still have a beautiful, one-of-a-kind artwork to nurture your aesthetic sensibilities.
- 🎧 **Don't be afraid.** Art feels like a big deal, but honestly, I've had a few unique pieces through 5 computers, 3 TVs, 4 iPods, 6 cell phones, 2 houses ... ask "if the artwork is within my annual art budget and I like it, why not?" The consumer electronics on which I'll dump thousands of dollars over my lifetime come and go, I acquire art I just plain like now.
- 🎧 **Find art at festivals.** The best place to find work is at festivals and open studios. You generally get a chance to actually meet the artist and learn about the process and purpose of the body of work on display.



Ketra Oberlander collects, creates, curates and juries art and founded Art of Possibility® Studios, a company managing the intellectual property rights of physically disabled artists. Learn more at aopstudios.com

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