

The Art of Collecting

The Motivated Collector

When you step into a gallery or attend an art event, have you ever studied the collector as much as the art, wondering what draws him to a piece he can't live without? It's interesting to unravel what motivates collecting.

Collecting is an art form in itself; a highly sophisticated means of self-expression responding to profound inner desires and operating on a subconscious level. Although certain quantifiable factors influence the outcome, such as market value, I believe the personal messages perceived by the collector are the most persuasive in determining what to acquire.

Of course, we all come with different perceptions and different motives. For example, the art speculator is primarily interested in making headlines at a trendy social scene and flipping artwork for a profit. A casual buyer may purchase art for decorative purposes or to mark a special occasion. In contrast, the serious collector assembles many artworks over time to exhibit privately or publicly. This highly knowledgeable collector is driven by passion and spends time in exhibition venues and values an artist's professional achievements. Like casual buyers, serious collectors want pieces that are personally meaningful. Moreover, they seek out themes, the artist's development, career trajectory, and consider other important factors.

Art collectors may be driven by one or more factors. Whatever motivates a collector, the selection of art is generally prompted by an overriding connection—an aesthetic or personal connection with the artist. We can better assist you in making your connection by understanding your motivation.



Hunter-Wolff
GALLERY, LTD.
Fine Art & Collectibles

March – Aquamarine

The birthstone Aquamarine literally means “seawater”, a tribute to its beautiful blue color. Believed to bring tranquility and happiness, instill courage, sharpen intellect and ward-off laziness.

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Who's Who – Artist & Designer

Meet **Janelle Cox** (right photo) from Colorado Springs, CO. Some people are so easy to be around and that feeling spills over to Janelle's oil paintings. Janelle has exhibited at Hunter-Wolff Gallery since 2005 and has sold more paintings than any other gallery artist. Sometimes her work arrives, barely dry to the touch, and before it can be hung on the wall, it is snatched up and taken home by a motivated collector. Collectors say, “She knows how to reach my deepest psyche with a feel-good message”. We think her work is magical too.



Janelle Cox

Old Colorado City ArtWalk ~ Coming April 2, 2010



Calling for ArtWalk Sponsorship!

Plans are underway to bring Old Colorado City a year of great ArtWalks. The push is on to find supporters, volunteers and sponsors. We can't implement plans until we secure Sponsors to help with funding needs. Contact us to help with this wonderful cultural event in 2010 by calling 719-520-9494.

Ask Kelli . . .

*"Painting is easy for those that do not know
how, but very difficult for those that do!"*

~ Edgar Degas

Q: Will my embellished Giclée increase in value at the rate an original might by the same artist someday?

A: Giclées are fine art prints from a digital source using ink-jet printing. The technology used to create images from high resolution digital scans improves and changes at record speeds. It is hard to make an accurate predication but it is unlikely that reproduction art will ever keep pace with that of original fine art.

Q: My budget is small but I want only original art and don't know where to begin without going overboard?

A: You might want to start with tips we outlined about collecting art in our January 2009 newsletter, which you can access online at www.hunterwolffgallery.com under "Articles". It specifically highlights ideas for the starter-collector. We suggest you start with one room, be upfront with the gallery staff about your budget so you can keep on track and consider lay-away as an option to ensure the piece you love doesn't get away.

Kelli

Send your questions to
AskKelli@gmail.com

Do you enjoy original art everywhere in your home but certain rooms seem more challenging than others? Check out this solution.

Recently a client came to us with a request to help place art in their most challenging rooms. They wanted to hang original art in every room if possible. With our help they were able to select original paintings for their "challenging" kitchen and bathrooms using a non-traditional medium.

These rooms cause most collectors to pause because of frequently changing home environmental conditions. Art for the bathroom requires careful consideration. If the bathroom has a regularly used tub or shower, we recommend avoiding art on canvas or wood panel. Over time, the moisture from the bath or shower steam could cause the canvas stretchers or wood panels to expand and contract, warping the support. Kitchens also produce high levels of moisture from dishwashers and sinks, and every-day cooking can also deposit a greasy film on exposed artwork.

In spite of these challenges, we offered this client a number of options. They decided on artwork on or under glass, which is well suited for bathrooms and kitchens. As an example, they chose art painted on unique stained glass by Gary Vigen which will endure most adverse conditions including changing temperatures, moisture, or excessive exposure to damaging UV rays. His pieces work because he "paints" with a medium made up of glass particulate that is fused (fired) to a stained glass panel and framed for display.

His work can be hung in any room, including the most difficult spaces. It is stable in many respects—impervious to moisture without possible deterioration of materials (just don't drop it). This client didn't stop with placing Gary's paintings in bathrooms, but selected it for other parts of their home where original oil paintings would have suffered from excessive sunlight and heat.

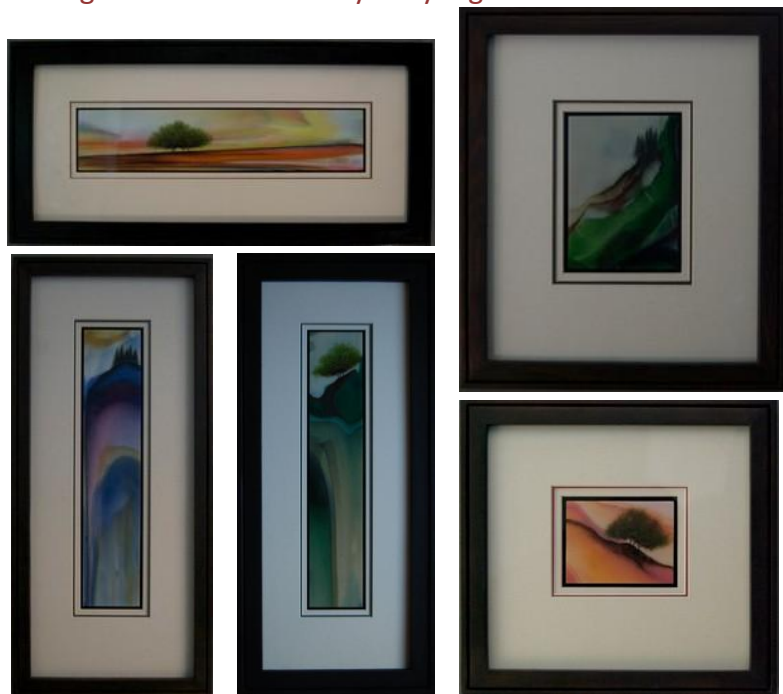
We are happy to discuss possible solutions for your challenging rooms too. Give us a call at 719-520-9494 and let's get started solving your difficult spots.

Fine Art . . . Treasures for a Lifetime!

Newsletters and articles are maintained at www.hunterwolffgallery.com. Call Sharon Wolff, Gallery Owner, at 719.520.9494 for additional information, artist biographies, current collection details, and event schedules. Forward this newsletter to a friend and sign up for our email editions ★BLOG with us at www.hunterwolffgallery.com/gallery

New Collection Corner

Paintings on Stained Glass by Gary Vigen



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Gary Vigen ★ Stained glass is an interesting medium to work in and **Gary** uses a special process to apply his medium to the surface of stained (colored) glass. This application was commonly used in cathedrals around the world. The traditional stained glass painting process was developed to paint details such as faces and folds of clothing that were difficult to add with solder and lead.

Each glass panel piece has its own unique characteristics. The process starts a special piece of stained art glass, relying on the grain, color and character of that glass. By careful placement of trees, birds, fences, etc., a landscape is developed from the mood of the glass and paint colors.



The palette consists of a variety of colors made from pre-mixed powdered (glass) paint. Special oil is mixed with the powder to create a useable consistency. The glass particulates mixed with the oil are then layered for depth and intensity of color using brushes, sponges, and pens. After each layer is applied, it is fired in a kiln at 1,300 degrees to bond the paint to the glass. These steps are repeated a half dozen or so times. When Gary creates landscapes with red foliage in the trees, he has to double his firings to achieve the beautiful reds found in his latest releases.

Every Gary Vigen work of art is signed on the front and signed and numbered on the back with an appropriate title. Stained glass paintings are suitable for every room in your home or office.

Top Awards & Recognition



★ **Ken Shanika** has a busy spring and summer ahead of him. One of many events, he will be attending the 9th Annual Susan K. Black Foundation's Artists Workshop / Retreat in Dubois, WI and competing in their annual miniature art show. He's sure to come home with more awards and ribbons keeping pace with prior years. He also hopes to squeeze in another trip to Montana where he has been invited to help teach a young artist workshop in Glacier National Park this coming summer. Final arrangements are not yet set but we will keep you posted on Ken's activities.

CERTIFICATE OF AUTHENTICITY

Attention Patrons: If you purchased original paintings from Hunter-Wolff Gallery during 2009 and lost or did not receive a Certificate of Authenticity for the work you purchased, please let us know immediately via email or by calling and we will send your signed COA for your permanent records.



News Flash! Blogging Now

Hunter-Wolff Gallery is blogging and adds news posts and commentary once a week or more. Resident Gallery Artists are contributing as Guest Writers as well. Watch for what they have to say and comment back. Your input is important to us and helps us develop better shows, offer superior artwork and meet your needs. Blog now at www.hunterwolffgallery.com/gallery

Show Dates

April 2
First Friday ArtWalk 5-8 p

2510 W. Colorado Avenue
Colorado Springs, CO 80904
719.520.9494
hunterwolffgallery@gmail.com

Find us on the Web:
www.hunterwolffgallery.com
Blog with Us:
www.hunterwolffgallery.com/gallery

SIGN UP for LESSONS

Art lessons on location are available weekly. Resident Artist Kathryn A. McMahon instructs oil and acrylic painting classes every Wednesday from 9-12. No experience needed. Call now to register 719.520.9494



Pastel 16x20
Peace by Marlene Kort



Dramatic Start by Gary Vigen



Oil 16x6
Boat Mooring (at the Marriot) by Kathryn McMahon



Oil 14x18
A Light Dusting by Ken Shanika



Mixed Medium 20x24
Remembering, Soulful Woman
by John Sherman



Topaz & Diamonds
Ruben Designs

Have you had the pleasure of meeting the creator of artwork you considered or purchased? Isn't it fun? For a collector of contemporary works, the ultimate personal connection to a work of art is meeting the artist.

If we could go back in time, it would be so exciting to meet some of the old masters. Don't let the opportunity to meet your favorite living artist pass you by. It is a privilege to shake hands, tell the artist how wonderful he or she is, and have a chat with these talented individuals who enhance our lives. Having the opportunity to personally be invited into the artist's world is an added bonus. One collector admitted, "The value of 'bragging rights' that come with owning works of an artist-friend or acquaintance cannot be overstated. No one alive today can say he dropped in on Vermeer or Leonardo, but I can speak endlessly about my relationships with the various artists whose works are in my collection." He continued to explain that when it comes to choosing between two equally wonderful creations by different artists new to his collection, he typically supports the artist he has met.

For the artist, it is equally rewarding to meet admirers and collectors. It is these reasons we regularly host scheduled events to bring artist and collector together. By making appearances at openings and participating in exhibitions, the artist has the opportunity to connect with his admirers. It's a win-win and often it even helps collectors with their buying decision.

Watch for our monthly public events and add your name to our customer list for private showings so you too can enjoy meeting some very special people. You will likely look at the artist's work in a different light after you meet.

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Newsletters and articles are maintained at www.hunterwolffgallery.com.

Forward this newsletter to a friend and sign up for our email editions

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