

When one of Hunter-Wolff Gallery's many fine artists admits they are in a slump, I like to remind them of all the reasons why they need to get back at their easel or work bench. Some years ago, Barclays Bank reportedly generated data based on a study of 2,000 people in 17 countries that proves that the art market is important and highly psychological and social. For that reason and a few of my own, creating art is important to satisfy why people buy art. In other words, people buy art for many, many reasons. Here's a few.

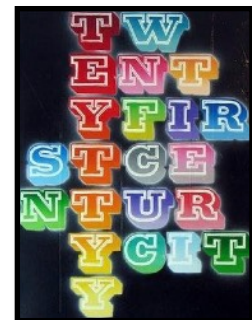
1. Artist-Purchaser. First let's recognize that the artist, by purchasing materials and expending time to produce his/her work, is the first purchaser of the art. He/she then becomes the reseller. Fortunately, most successful artists don't just purchase but sell too. Van Gogh only sold one painting during his lifetime called Red Vineyard at Arles where it resides at the Pushkin Museum in Moscow. The rest of Van Gogh's more than 900 paintings were never sold or made famous until after his death.
2. Artist-Collectors. Art can be traded with another artist (a like-kind, non-taxable trade) for their work. Frequently collections are built this way. And, who to better market to than the artist-collector who fully appreciates his contemporaries' work. Art gallery owners are known to make trades with artists too, although trading my fabulous fudgy brownies hasn't gotten any takers yet.
3. Home Decoration. Decorating ones home or office space with art to reflect one's own personality is not new. When decorating, versus collecting, selections using the same decision-making skills to buy other furnishings are common. Style, color and size requirements factors for satisfying interior design plans are key to purchase or not. Often commissions are arranged to meet specific design plans.

4. Body Decoration. Art is bought to wear and accessorize. Jewelry, handbags, painted ties, all types of outer wear, you name it. Some of today's top fashion designers, like Elsa Schiaparelli and Salvador Dali, Yves Saint Laurent and Piet Mondrian have embraced the world of art to create some of their best and most lasting work. Some designers have even gone as far as to provide acrylic cases so that the garment could be displayed when not worn and revered as pieces of art. One of my personal favorites is a beautiful 43" x 43" Hermès-Paris scarf that is framed for display in my own home. Although intended for wear, I love it more on the wall where I enjoy seeing the beautiful details everyday.



5. Philanthropy. Helping an artist financially either as one starting out or a long-time professional, and those in between, they all need your support for their living. Sometimes artwork is selected to contribute to the artist's livelihood. The main reason is not the art per-se but to aid a struggling artist who hopefully has a bright future.

6. Gift-giving. Remember when Prime Minister David Cameron, on his first trip to Washington, DC as PM, gave Barack Obama a painting by a graffiti artist? The 39-year-old artist sprayed the entire alphabet on shop shutters in a London street. The work "Twenty First Century City" by Ben Eine is said to be one of the PM's wife's favorite artists. Hunter-Wolff Gallery will take extra care to match up the perfect gift you intend for yours.



7. The ‘Story’. Is there any conversation value in “*Did you notice I just bought this [mass-produced print, giclee, copy] from [big box retailer]*”? However, when you buy original art, it’s often a great stepping-stone to dialogue about the artist, his technique, style, etc. Meeting the artist in person, hearing their story first-hand, and understanding the feeling behind it adds to the value of original art. Because the process of buying original artwork is so different from buying on-line or mass-produced consumer artwork, collectors also own a personal story to share with others, forging deeper personal connections.
8. City Government. Your City may be one of many who commission murals to fight graffiti



and prevent urban decay, or grants monies to pay for installations to help beautiful its community. Every summer since 1999, sculptures pop up seemingly overnight in conspicuous and not so conspicuous spots in Colorado Springs. Old Colorado City is working to make new installations happen in 2018.

9. Art for ET. Did you know that Federal government used art on the Voyager space mission to communicate with other intelligent life to show what humans look like to other beings somewhere out there?

10. Commemoration. Some commission portraits of their family members, pets, homes, boats, cars, to record a family’s personal reality and to have a lasting memento of endearment or achievement. Commissions are not just for the super wealthy and become part of your family’s legacy. *(see commission, right, completed by Janelle Cox for Colorado Springs family)*



11. Art for Profit. Individuals will buy and sell art as an investment. Profit is not guaranteed however. Years of patience and a lot of luck help. In the meantime, enjoy your art and invest in real estate.

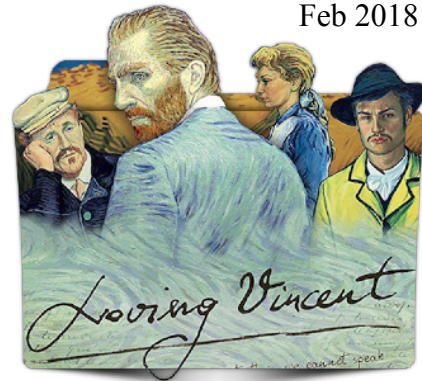
12. Art for Status. It’s true, some people buy art for status and recognition in society. A Leonardo da Vinci painting sold last year in a private transaction for more than \$75 million. It’s possible that that one purchase elevated the buyer’s stature in society.



of labels on several 19 Crimes bottles)

13. Art for Commerce. Art is used to sell products such as labels on wine. This summer, Treasury Wine Estates’ 19 Crimes, took art images one step further by launching the first-ever wine brand Augmented Reality (AR) app. Playing directly off the Australian wine’s history-sourced identity, the app (now on my own smartphone) kicked up a red-hot brand into overdrive. Buy the wine and try the app. It’s a hoot and wine is fine too. *(image is example*

14. Entertainment Value. Artists create and people buy pictures or pay to see them for entertainment especially if the pictures move (the cinema). Check out “Loving Vincent” the world's first fully painted feature film produced by Oscar-winning studios Breakthru Films and Trademark Films. Hunter-Wolff Gallery’s own Colorado Springs artist Dena Peterson spent 6 months contributing to this film while painting daily for six months in Poland. Contrat’s Dena!



15. Teaching Aid. Art is purchased and published for didactic purposes — to educate, instruct, and edify. Art is a universal language and fills in where words fail or fall on silent ears. Teaching art is essential to teach perception to students.
16. Strong Interest. Avid boaters are interested in nautical or marine scenes, hunters buy duck and wildlife, history buffs might go for civil war scenes, gardeners love florals, ranchers buy barnyard animals, and so on. The range of interests is dizzying, from kitschy or nostalgic looks, modern to traditional, hi-tech to hi-fashion and more.
17. Behavior Control and Spiritual Uplift. Religious use of art meant for guiding and capturing the imagination generally on a spiritual level has been a long tradition, and intended to enforce a moral behavior through the visualization of reward and punishment.

18. Memorials. Art memorials honoring the dead, such as the Luxembourg American Cemetery and Memorial where visitors can appreciate these beautiful massive bronze doors embellished with gold leaf cartouches depicting military “virtues”, a sparkling mosaic ceiling and a colorful stained glass window. The chapel also showcases the Army insignias representing the 5,076 men and woman that rest in the cemetery. Extremely moving art.



19. Territoriality. Located on the west side of the Colorado Springs Pioneers Museum, the bronze sculpture of Katherine Lee Bates depicts her sitting on a rock facing Pikes Peak, at the top of which she penned notes in 1893 that would become the national hymn “America the Beautiful.” She taught briefly at Colorado College but is best known for her long career teaching at Wellesley College in Massachusetts.



20. Symbolic Identification. People will buy some art because they like the idea of the subject of the art and want it as part of their surroundings, such as this 1958 Norman Rockwell “Before the Shot” found in a doctor’s office.

21. To Eat It. Eating ceremonies are enhanced by art in the food — cake in the shape of a face, cast figures in the silverware, paintings on the plates, etc.

22. For Love. Most importantly, people collect for the LOVE of art. Hunter-Wolff Gallery expects this is your reason.

There are so many reasons why people buy art and every day we experience art and its benefits. Just take a minute to observe the beauty around you because of someone's creation and be grateful to those who spend their lifetime making your world more interesting.



Richard Indiana's "Love"