



FINE ART:
The heart and soul
of collecting.

Questions that will fuel your quest to find art you love.

Before you head out to find the perfect art for your home or office, you will want to take a few moments to delve into some introspection. You may think you know what you are looking for, but after you have looked at dozens of art pieces, your vision can get cloudy. Taking the time to do a little homework can help keep you focused, and you will be better equipped to communicate your wants and desires to others.

1. How do you want the art to make you feel?
2. What are some of your cherished memories?
3. In what places or circumstances have you felt the most complete or happy?
4. Are you more attracted to bright colors or darker, more somber tones?
5. Which do you tend to study more closely, paintings, sculptures, or photographs?
6. When you travel for pleasure, think about the places you go. Are there any commonalities to the locations?

What is it about those places that draw you in?

7. Do your preferred activities revolve more around people or places?
8. Think about the times that you have been particularly moved by an image. Can you identify one or more reasons you were drawn to it?
9. Think of the accomplishments in your life that you are most proud of. When you re-live those moments in your mind, what emotions can you identify?

When looking at a piece of art, does it evoke those same emotions in you?

10. Which is more important to you when buying art, investment value/prestige or personal appeal?
11. Where will the art be displayed (home, office, or public space)?
12. What are you passionate about? Think of physical representations of those things (flowers, car, airplanes, music, dancing, sports, hiking, etc.) and look for artistic representations of them.