

COMMENTS ON THE ART MARKET

VOLUME 2

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We received many favorable comments to our first newsletter – thank you for your feedback. We have added two new features – **Updates & Virtual Exhibitions**. These will be mentioned at the end and include any interesting updates to our site, or the art market in general. This month's updates include new information on the rumored Edouard Cortès exhibition and a new Virtual Exhibition.

People often ask us our opinion on what they should buy. Our answer is always the same:

Buy What You Like!

The first thing to realize is that whatever you decide to buy is something you will probably own for a very long time ... so buy what you like. One of the biggest mistakes you can make is concerning yourself with what other people / friends will think about the art you are considering. You are going to live with the works, not them, and their taste in art may be completely different from yours. They might like Abstract or Non-Representational art, while you might like Academic or Photo-Realist art. There is no right or wrong, just differences in taste.

Occasionally someone will visit our gallery and is unsure of their opinion on a work. The next thing we know they return to the gallery, for another look, and bring a group of friends with them ... you know what, they never buy the painting. Each 'friend' in their party has 'another' opinion – why they do or do not like it; what they think about the subject; the size; the colors; etc. All these differing opinions do not help. What you need to remember is that art is a personal experience and each work will have a different impact on each viewer – again, none are right or wrong; however, in the end you are the one who will be living with the work, not your friends.

Of course the first, and most important, task is to determine what you like. As I mentioned in Volume 1, visit the galleries and museums in your local area and see as much as you can. Talk with the dealers and, if possible, museum officials to see what books might be available on the art that appeals to you. Surf the Internet and do not forget your local library --- many have wonderful collections of art books.

At this point in your journey, try not to concern yourself with the price level of the art --- just see which artists or styles move you; this will help you narrow your focus. Once you have found what you like, the hard part begins. Now you need to learn about the different artists in a particular period and what their works normally sell for. Your journey has just begun – make it an enjoyable one!

We are always happy to answer your questions on our monthly topics.

Sincerely,

Howard L. Rehs

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Update: There has been a rumor for some time now that there is going to be a museum exhibition featuring the work of Edouard Leon Cortès. Just this week I spoke with the curator at the museum in Edmonton, Canada and confirmed that the show is in fact taking place. It will run from June 8th – September 3rd, 2001 and feature approximately 140 paintings by the artist. This show will also feature works by a number of his contemporaries, among them are: Antoine Blanchard, Jules Herve, and Marcel Dyf.

Virtual Exhibition: We have just added a small Virtual Exhibition to our site on the life and works of Arthur John Elsley (1860-1952) – the British Victorian genre artist. As with all our online exhibitions, none of the works are available for sale... trust you will enjoy it!