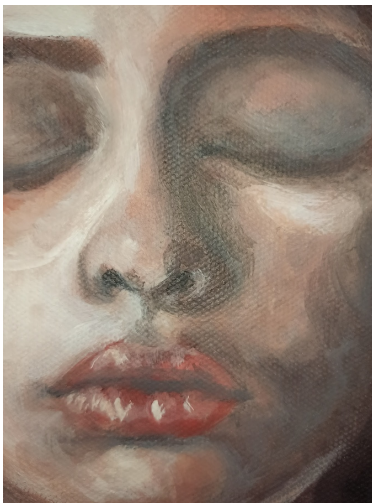




# 7 TOP TIPS TO BUY THE PERFECT ART

A handy guide to help you in the choice of a piece of art representing your core values





# HELLO, ART FRIEND!

**'Beauty is the only thing that time cannot harm' (O. Wilde)**

My deepest congratulations for downloading these pages.

By opening this document, you showed your interest in knowing more about the process of choosing art, and you will not be disappointed.

This short essay will help you to know the main points worthy of being taken into account to choose a piece of art.

No matter if you are not a gallerist and you do not have a formal education in art.

I believe that everyone can become an art collector and can enjoy art displayed in his own space.

Paintings, sculptures, installations. No matter what kind of art you will resonate with, as far as the process of purchase is centered on awareness and transparency.

I bet you have no money to waste, so it is essential that you make clarity in your intentions and expectations.

Art is a way to add absolute preciousness to our daily life, express our emotions and surround ourselves with beauty, wonder and new energy.

In the pages that follow, I will guide you to take an inner journey that will help you to understand yourself, so that you can analyze the fundamentals of your relationship with art.

Use this guide to express your ideas with freedom and authenticity. Are you ready for the ride?

I am so excited for you, and I look forward to seeing where this adventure will bring you.

Much love from your colorful art guide,

*Elisa*

# 1 BUY ART THAT YOU LOVE

Buy a piece of art only if you absolutely love it.

It must be love at first sight.

Definitely let passion and attraction drive you in the choice, otherwise you will end up giving the painting to your aunt as a Christmas present, or it will be hung on the darkest wall of the darkest room of your house.

And this is not what it was meant to be.

But...who you are? And what do you love? What makes you feel excited and wakes you up at night with impatience and desire?

Maybe you are a cosmopolitan person, an empath, whose identity is satisfied among people.

Or you may feel connected to nature, to crystalline water and autumn landscapes.

Writing on paper your passions will give you so much clarity to your core values, and you will understand why you feel driven to a certain type of art which totally resonates with you.

Let the pen flow, write whatever comes through and do not overthink. There is no right or wrong, this is just the REAL you talking!

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## 2 FIND YOUR REASON

### Define the goal of purchasing a piece of art.

Buying art can't be an intimidating process, and besides the love for a piece maybe you have other reasons driving.

This is the moment to ask yourself WHY you want TO BUY a certain piece of art.

Is it art an investment for you?

Does it help you to look educated?

Is it a symbol of wealth?

Is it a key to unlock the unconscious and embrace a meditative state?

Can art boost your business brand or enhance your entrepreneurship image at work? Can a piece of art motivate you and your co-workers to be more productive and efficient?

Your deep why is your personal touch in the process, so committ to it and nothing can go wrong. The artist will ask you about, and it is good to clear your ideas before you start the process.

Fill the few following lines with your WHY and explore the reason.

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# 3 BUY FROM THE ARTIST

## Use social media to connect with artists.

Today social media represent an astonishing way to connect faster with artists, get to know them and their world and follow along their specific way of being creative.

What do they take inspiration from? Do they draw, paint or sculpt from life or do they use references?

How long does it take to them to complete a piece of art?

An artist can explain better than any gallerist the story of a piece, the source of inspiration and the message. Moreover, artists are thrilled when they are asked for more information and can have interactions with potential collectors.

You do not need anybody to suggest if you can fall in love with a painting. It just happens.

Intermediation in art takes all the funny part away and just leaves a receipt in your hand.

No emotions, no personal connection, no growth.

Fill the space below with all the questions that you can ask directly the artist about the pieces that you love.

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## 4 INVEST IN ORIGINAL ART

**Definitely invest in original art if you can.**

Let me tell you a story. I was in Vienna at the Belvedere Museum and as I contemplated 'The kiss' by Klimt, I could not think of anything except the sparkle of gold, and the meticulous geometry in the details. I was kidnapped, in my imagination as a young woman, by the protection of that kiss.

Once the visit was over, I decided to take a poster of that painting. That poster was never hung, but a few years later I found it rolled up and inside its plastic cover, behind the wardrobe. And when I opened it to see it again, I was amazed because it didn't give me any emotion. It was not 'The kiss', but a dull, lifeless replica.

The emotion, love and stunning connection you may find in layers of painting can never be replicated in a print, no matter how good the quality is. The original artwork creates an emotional bond between the creator and the observer.

So collect originals that speak to you. I know that prices are higher than prints. Just find your compromise between the size and the price.

Use the following lines to travel into your past. I am sure you felt like me looking at a specific piece of art. I strongly encourage you to live those moments again. Where were you? What masterpiece were you staring at? What emotions it brought to you soul?

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# 5 BIG IS BEAUTIFUL

Go big as much as you can.

You can make an impact on the ones who will see your last art purchase with a beautiful huge piece that reflects your personality.

Especially if you have big walls to fill, consider that small pieces, on their own, would look lonely and they must be coupled following certain rules.

As an alternative to a big single painting, you may decide to buy two pieces of a series, or a diptich/triptych. In this case, you will achieve a coherence in the message that the artist is conveying and the final display of the pieces will satisfy you even more.

Most artists offer to their customers payment plans, so do not hesitate to ask for information about this economic aspect of art purchase.

Have you got already an idea about where you want to position the piece of art you want to buy?

Is it a big wall in a crowded room? Is it your private studio? Your bedroom?

Can you rely on natural sunlight going across the windows or there is just artificial lighting?

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## 6 SEARCH FOR A MATCH

Look around your space and get a sense of what you like and you don't like.

Remembering that you must trust yourself and your emotional response when it comes to choosing art.

So don't buy art to match your decor, unless you absolutely love it.

If you are the type of person where everything must match, you can always commission a unique art piece direct from the artist.

Do you have any specific request that you want to ask to the artist in order to make your commission match perfectly with you intention and your space? Any favourite colour?

Do you want your piece to be already framed or do you want to frame it yourself? Do you want a deep canvas or wood panel that requires no framing at all?

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## 7 GO BACK TO N.1

Follow the flux of electricity running along your spine and get an immediate emotive connection with the object... not said enough!





# YOUR ARTIST HOST

**Elisa is the soul painter, a devoted, passionate artist that guides sensitive women to unveil their hidden truth through her emotional, expressive, dream-like portraits.**

She is from Italy and she is a wife, mother of two boys and an environmental engineer working full time.

She spent most of her life studying, working and taking care of the family, and for a long time she pulled apart her passion for art because of the lack of time and difficulties in managing an already busy daily routine.

Three years ago she realized that it was the time to do something for herself, so she started dedicating time to make art systematically, learning to use different media such as charcoal, acrylic and oil paints.

Her inspiration comes from people, especially women, and she is interested in interpreting and understanding their inner world made of dreams, fears, hope, rebirth.

Being aware, on the basis of her direct experience, that women need to discover themselves and to be seen authentically, beyond stereotypes and labels, she aims to help them to strengthen their identity.

Elisa is the creator of '**The Archetype project**', an original method of painting portraits based on the study of Jungian archetypes applied to ancient Greek mythology.



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## Your art journey is just at the beginning!

Let me invite you to take my quiz to discover who, among the ancient Greek goddesses, has your same dominant personality traits.

Are you a Hera archetype? Or you're like Aphrodite, the goddess of love and sensuality?

**Take your free quiz [HERE](#).**

*Elisa*