

## **This year's Art Fair presents an all-new "Art Buying Boot Camp" where local artists give first-time art buyers tips on what and how to buy art!**

### **The Boot Camp will meet at the information booth at 57<sup>th</sup> and Kimbark Avenue**

Join us this year as we launch a new component to the Fair—the "Art Buying Boot Camp" on Saturday and Sunday June 7 & 8, at 11:30 a.m. and noon. Groups will meet at the information booth at 56<sup>th</sup> and Kimbark Avenue. Lead by some of Chicago's well-known artists and seasoned art buyers, "Art-Buying Boot Camp" will take participants through the Fair and give art buying tips— new art lovers can learn everything from "should I buy art to match the other colors in my home?" to "what size art should I purchase?" and "how can I get creative with a small budget?" The "Art Buying Boot Camp" is free and open to the public.

Keep in mind these tips as you shop for your work of art...

### **Art Buying Dos and Don'ts:**

#### **Dos**

- Determine your budget range
  - For instance, photos and prints tend to be less expensive than oil paintings
  - Small pieces can make a big statement too—if you buy a small piece you can get creative with matting and framing to create a greater impact on your wall
- Shop with an open mind
- Don't be afraid to use technology for art buying: Use the Internet to preview art. Go to the 57<sup>th</sup> Street Art Fair [www.57thstreetartfair.org/](http://www.57thstreetartfair.org/) and click on "Art Browser" to preview the artist's work before you go to the fair. You can make great use of your time at the Fair by coming prepared with a list of artists you want to visit. An art fair is a good opportunity to buy art in a more casual setting.
- Talk to the artists. Find out what inspires them, about the medium of art, techniques used to create the piece of work and where the piece is made. Positive interaction with the artists can make any work of art you buy more meaningful. Your relationship with the artist deepens your understanding of the work.
- Get the artist's card, e-mail address or Web site. If you liked one piece, you might like others as the artist generates more work.
- Go with your instinct—if you love it and it's in your price range, buy it.
- An art fair is a good opportunity to buy art since you can compare and contrast a lot of different types of art in a short amount of time. In each booth you get a feel for each artist's best work.

#### **Don'ts**

- Don't be nervous about the process—The more opportunities you have to buy art, the more expert you will become and the less intimidated you will be.
- Don't let others influence you—this is one time that shopping with friends may not be helpful unless you know that your friend understands and respects your sense of style and taste. Art should reflect your own personal taste.
- Don't think you have to know which room or particular wall space to fill before you purchase a piece of art. Just keep in mind that a small piece can be hung anywhere but a large piece of art is a larger commitment; and it is helpful to have an idea of where you might display it.

