

ORIGINAL ARTWORK FOR YOUR LIFESTYLE

by **denise baerg**

Sometimes the ordinary just isn't enough. Whether you are decorating a room, trying to find the perfect gift for someone special or are seeking inspiration to keep you motivated, original artwork can be your solution, and comes in a variety of art mediums, price points, colors and designs that can reflect your personal style.

Many people enjoy art in their lives, yet are perplexed by the term *original art*, and wonder why something original is preferred over reproductions or mass-produced artwork found at the large chain stores. We asked local expert Denise Baerg of the Savage Arts Council to help us understand the value of original artwork.

What is original art and why should I buy it? Can I afford it on my budget?

Original art is one-of-a-kind artwork created by an artist, and should have at least one of three components: it is a completely new piece created by the artist; an original idea or viewpoint is portrayed in the artwork; and it has original use of one or more mediums to create the artwork. Buying original art can be a great investment, both in defining your own unique style and giving you a potential long-term investment opportunity. You help the economy by shopping locally and directly impact the artist's ability to continue to produce new original artwork.

Price is not necessarily a factor in the quality of artwork. Often higher-priced artwork is from an experienced, recognized artist. Low-

er prices may simply mean that the artist has not been discovered yet, has too much inventory, needs quick income, or is at a stage in their career where it is more important to get artwork into buyer's hands so they can become recognized. Look around and you will find something you love at an affordable price point.

How do I tell what is "good" original artwork and incorporate it into my life?

Original artwork is like you – original! Art is subjective and if you like the artwork, it is good! Look for artwork that gives you an emotional connection. Does it surprise you, make you think, laugh or cry? Your taste and design style are all your own; don't let others influence the kind of original art you like. Incorporate your choices into your home and lifestyle by selecting wearable artisan jewelry and accessories, high-impact statement paintings, photography and fiber arts. Create great conversation starters with three-dimensional artwork like hand-blown glass, finely-crafted furniture and sculpture in your home or office. Wherever you are, you can enjoy original artwork.

Discover wonderful original artwork and emerging artists at art fairs, artist studios, galleries and neighborhood boutiques. It's a great way to spend an afternoon with friends and you will take home your own unique artwork that you can cherish for many years to come.



Denise Baerg is active in the Twin Cities arts community and is current chairwoman for both the non-profit Savage Arts Council and the annual Scott County Art Crawl. She enjoys many art mediums including visual arts, theater, music and writing. In addition to her dynamic role in bringing artists and art lovers together, she has an MBA with 20+ years experience in strategic marketing communications and is founder and CEO of Autumnwood Marketing Group. You may reach Denise at SavageArtsCouncil@gmail.com.