

## **Buying photographic art**

A photographic artwork can bring a room to life, remind you of special memories, or create a talking point. It can also make a beautiful personalised gift. To help you make the best decision about your photographic artwork, we've put together these top five tips to buying photographic art.

### **1. Love at first sight**

Buying art is often instinctive. You'll see something that speaks to you in some way – perhaps it evokes a feeling, makes you wonder or brings back happy memories. This is absolutely fine; if you are going to live with this piece of art every day, you want it to add something special to your life.

### **2. Where will it hang?**

Now that you're completely in love with it, think about where this artwork will go. Does it need to complement a specific colour scheme or fit in with a decorating style? Is there a theme to your room that this artwork will enhance?

Often, buying art is a simple short cut to transforming a room. Hanging a print is a lot easier than repainting a wall, and the colour and mood can be changed immediately.

### **3. Size matters**

Size can make a big difference. A large format bold print will make a strong statement, but so can an unexpected arrangement of small prints with a similar theme. If you have a very large room, a small print will be lost. Cut out some newspaper in the size you are thinking about, and tape it to the



wall to see how it works within the space. Don't forget to allow for mounting and framing.

#### **4. When it's not just the thought that counts**

Giving art as a gift can be tricky. It's a subjective choice, and you don't want the artwork that you fell in love with to be stuck at the back of someone else's wardrobe. If you stop to think about their interests and style, and the colour scheme in their room, you can find a one-of-a-kind gift that they won't see anywhere else. And if it's signed by the artist, it could also be a worthwhile investment.

#### **5. Look for gallery-grade quality**

If you want your photographic art to last, it needs to be printed on acid free archival gallery-grade paper with long lasting colour. This is what makes it distinctly different from a chain-store poster. Try to avoid hanging it in direct sunlight.

Encapture art photographs are all signed by Carmen Lee, and printed to the highest gallery-grade quality. Browse through our [art photography collection](#) and see if any deserve a space in your home!

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#### **Want to find out more?**

If you like what you've seen and read, we'd love to pop in for a chat. It's a great way for you to see for yourself how we'll fit in with your team. Just call or email us to make a time to discuss your needs, and we'll look forward to getting to know you better.

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