



RENTING ARTWORK

BY MIRIAM AROESTE

DESIGNERS KNOW the importance of creating a focal point in any room. One of the easiest ways is to provide a wall of great artwork. Like paint color, artwork can dramatically establish or change a room's mood. But selecting artwork that appeals to the diverse tastes of clients can be a complicated task especially since aesthetic preference can change over time.

An excellent option for designers and decorators is to rent artwork. The market for artwork rental is definitely growing with designers becoming big users of this service to meet the needs of their clients and various projects. It is possible to rent original artwork to meet a wide range of design and décor needs from abstracts, watercolours and landscapes to black and white photography and sculptures. The possibilities are endless. Designers can also commission art for their specific needs and projects.

The ability to rent art in a broad range of styles, sizes and subjects allow decorators and interior designers the flexibility to meet their clients' needs in a fast and efficient way while offering them great value.

Renting artwork is suitable for many different projects and uses:

- display suites, presentation homes
- common areas in building complexes — businesses, condominiums
- offices, lobbies
- residential
- special events
- film and TV
- institutional
- hospitality
- art collectors.

Staging companies, particularly, are in love with the possibilities offered by rental art. They can decorate properties that are in the market for sale as well as display suites and presentation homes for developers. Their fast paced projects demand a very large inventory to choose from and since all the projects are different, renting art is the perfect solution for them. They can

choose fresh new works for every single project instead of always using the same paintings.

Residential clients are often looking for art for their primary or secondary residences and enjoy the ability to change themes or styles as frequently as every three months to keep their décor current. In addition, renting makes it easier to enjoy the works of different artists and to follow changes in the local art scene.

Corporations are very big users of the art rental services. For them, it is a great way to enhance a work environment while avoiding the capital outlay required for a purchase.

Original artwork can range from \$200 to \$10,000, while rentals can start at \$8 to \$175 per month. The cost effectiveness of renting art allows designers greater freedom to accommodate their clients' demands while meeting budget constraints.

Renting artwork is also an excellent way for clients to make sure the piece is right for them before making a commitment to purchase it.

Rental periods run from one month minimum to 12 months typically. You may choose to continue renting, exchange work for something new or return the artwork. Rental fees are also tax deductible.

Art consulting is offered complimentary to help designers and their clients to have access to a very wide inventory of original art from different Canadian and international artists.

Whatever your project needs, renting artwork is a great alternative option to add colour and personality to your design. ■■

Miriam Aroeste is manager, Art Rental & Sales Gallery, at the Vancouver Art Gallery. Art Rental and Sales has more than 1,200 contemporary works of art for rent and sale. For more information, contact her at 604.662.4716. Visit www.artrentalsalesvancouver.com.