

Confused About Art?

How an Art Consultant Can Help You.

by Shelley Hall, owner of Shelley Hall Gallery

Shelley Hall has been working in the art world since 1991, from her start at the San Francisco Museum of Modern Art in college, an art consultant for a gallery in San Diego, and the California Center for the Arts Museum in Escondido, to being a professional working artist exhibiting and selling her work through galleries and art consultants across the country. Realizing a dream of owning her own Gallery, she opened the Shelley Hall Gallery in downtown Bend in April 2006.

What exactly is an art consultant?

As an art consultant I am part detective, part educator and

part project manager. My role

as an art consultant, whether working with a designer or homeowner is to identify the specific needs of each client and locate the perfect artwork for him or her.

open friendly communication and a dedication to finding the right artwork for each individual.

The process starts by meeting with the client to determine the appropriate style, budget and direction for the artwork. I then go to work utilizing my vast resources and network to find the artwork and artists to fit the client's desires. When I have completed that search I put together a presentation for the client to discuss and review. Once we have made a final selection, the artwork is framed if necessary, delivered and installed.

Can a private homeowner use an art consultant directly, and how do I go about this?

Yes, an individual homeowner can benefit from using an art consultant. My job as an art consultant is to help the homeowner complement their own style and direction for their home, as well use my experience and eye for art to offer suggestions that they may not have thought of.

My goal is to simplify and streamline the decision making process for the homeowner. Regardless if the homeowner needs one piece or an entire home filled with art the process will remain the same,



Abstractions of Nature Exhibition

help you to see beyond an empty space. Typically, I know within minutes what artwork is needed to make a house come to life. I have hundreds of artists to select from, so you can be rest assured that together we will find the right artwork that you will love for years to come.

How are fees structured for using an art consultant?

I don't charge a fee for my art consulting services; you only pay for the artwork purchase. I represent the client and work for you throughout the process, so you can be confident that you will be getting the best value and great quality no matter which artist or artwork you buy. Some clients prefer



Shelley Hall

to hire me on an hourly rate, for auction and art acquisition from other dealers, so I can negotiate the best price.

What if I have a limited budget?

That's fine; I work with all budgets and styles. I am not tied to selling only our gallery represented artists, which allows me to draw from hundreds of artists to fit your specific budget. I will help you make the right choice no matter what price.

If an art consultant has a particular style or interest, could they still assist me with

more traditional or different art styles than what they might have an interest in creating or purchasing?

Yes, absolutely. Artwork makes a personal statement and it should reflect the home owner and not be a reflection of the consultant. As an art consultant I have the experience, background and education in art to see beyond an empty space and to visualize solutions that will be appropriate for each space and individual client.

I have never studied art. Could you suggest some reference materials that might educate me about different styles of art?

Remember, finding artwork for your home can be exciting and occasionally overwhelming at the same time. Together we can make this adventure fun and eliminate the guesswork from the process. To help you get started I have listed several reference books on art styles and how to begin collecting art.

RESOURCES:

Art, A World History, By DK Publishing

Art: The World's Greatest Paintings Explored & Explained By Robert Cumming

Instant Expert: Collecting Prints, by Leila Lyons

The great big secret in the art world is that galleries and art consultants LOVE to talk about art, that is why we are in this business. We love it when we get the chance to talk with our clients about the value of collecting art, and the history and background of individual artists. So don't be afraid to ask questions.

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