

THE ART OF *improving your home*

The most dramatic way to change the look of your house is, quite simply, to add some art. It's the new way to decorate - and can give your home an instant facelift with minimal effort

With the current economic climate making moving almost impossible, why not improve your home rather than move your home? And at a time when winter tempts us to stay indoors more, what better time to inject a splash of colour into your living space.

Art can instantly refresh an existing room and doesn't require any effort whatsoever; in fact it's actually enjoyable choosing pieces that will inevitably say something about you as a person.

Acquiring a piece of art couldn't be simpler, however it's not simply the acquisition of the art that is important. You need to know how to position the best pieces, to show them off advantageously and maximize their visual impact within the space you have. Consider the style of your house, →



Modern Dining Room



The atmospheric bright lights of Neil Dawson's panoramic landscape are a perfect choice for this modern dining room, which has its own urban style. The blank wall provides a perfect backdrop for a picture of this size, and the overall inky blue colours in the picture complement the upholstery, and clean straight lines of the room perfectly.



Lounge

A large space above the fireplace needs an equally large and impressive picture to fill it successfully. The neutral shades of this living space provide a perfect backdrop for this bold contemporary piece from Mark Grieves which immediately becomes the focal point of the room and adds class and sophistication.



Traditional Dining Room

This traditional dining room benefits from the choice of an amusing and quirky boxed canvas by **Caroline Shotton**. Hung centre stage in the middle of a large blank wall, it is well lit by a great source of daylight, and will undoubtedly provide a great talking point over dinner!



and the type of art you like. Although it can be interesting to mix and match artistic genre, it is a hard task to hang traditional styles of painting in ornate frames, alongside ultra-modern contemporary pieces, so be sure that pictures in the same room complement each other.

SIZE MATTERS!

As a general rule, a picture will have greater dramatic effect if it is hung with plenty of space around it. Avoid the trap of scrimping on the frame, as a frame that is too small will visually diminish the picture. Large empty walls need large pictures to make an impact, although you can create your own block of pictures by hanging a group of similar pictures side by side. This type of hanging works best with identical frames, which will unify the pictures and make the art visually stronger. Also ensure you hang at eye level as too high or too low will change the look of the room.

SELF EXPRESSION

Choosing the art you like for your own home is a matter of individual taste and self-expression. The pictures you choose will reflect a great deal about your own tastes



Living Room

With neutral tones and classic symmetry, this sitting room is crying out for one big bold image to fill the space between the fitted shelves. The medium of boxed canvas works perfectly in this contemporary room and **Nel Whatmore's** bold and on-trend Japanese style painting makes it an inspired choice to hang comfortably above the minimalist fireplace.



Bedroom

Choosing to stick to three works by the same artist - in this case **Joy Kirton-Smith** - has a unifying and calming effect in this bedroom. Symmetry is achieved by hanging the same sized print either side of the window frame. The landscape shaped painting from the same artist complements the colour scheme perfectly.



and personality, and you shouldn't be too influenced by the opinion of others, or by the possibility that a piece may increase in value. Art should be something you respond to on an emotional level, as a great picture will be able to 'light up' a room, provide an aspirational element to your home, and give you endless pleasure just by looking at it every day.

PERFECT PRESENTS

Nothing can be more personal or unique than giving art as a gift, either to yourself or to someone special. It may be an old cliché but one that still rings true - a picture really does say a thousand words. Buying a piece of art because it reminds you of a romantic holiday (a trip to New York, or a weekend in Paris) will forever link your emotional memories with the artwork, and it can be a daily reminder of a special time as you constantly look at it on your wall. A beautiful piece of art will always be considered a special gift for any bride and groom setting up home together.

GREAT ADVICE

It can be daunting trying to imagine what

something will look like in your own front room when you are standing in a gallery atmosphere surrounded by pictures. We have experienced consultants ready to offer you impartial advice about buying and hanging your art. We can provide viewing rooms to show you what pieces of art would look like hung individually, or with different types of lighting, and we can also bring pieces of art to your home to show you how something would look in situ.

Art can, of course, prove to be a sound financial investment too, although it should never be a motive for purchasing a piece. Many limited edition pieces have risen in value, and now change hands at considerably more than they were originally purchased for.

To help you enjoy art even further why not opt for interest free credit? It allows you to take a beautiful piece home today and pay for it in manageable monthly instalments.



Bathroom

People often forget that pictures can be hung in bathrooms successfully. Here the colour scheme of the room has been picked up in the choice of prints, and the identical use of mount and frame in the two **Paul Horton** pictures hanging side by side creates a much stronger impact than one single picture.