

## 10 TIPS TO BUYING ART ONLINE



### Information sheet no. 1

## Art for inspiration + beauty



Did you know that Buddhism is the fastest growing religion in the world?



And at the last census in Australia, Buddhism is now the 2<sup>nd</sup> fastest growing religion behind Christianity.

Welcome! We hope you find reading this information sheet helpful. We know our artists work are beautiful, and we want you to feel as confident as we do, that art you buy online at Painted Lotus is quality art with presence and peace.

#### Tip #1: Do your research

For better, but usually for worse, anyone can set up an online gallery—and thousands have. This does unfortunately translate into some very ordinary art, and you wading through mountains of schlock to discover any gems. So how do you avoid being caught? You have better things to do with your time than go to art gallery after art gallery.

Two things to look for in an online art site that shows the owner might just be selling exceptional artwork. **Firstly, look for sites that have some testimonials** about the art from people who have purchased it. **Secondly, the art is showcased with quality visuals.** Or is it all about size and cost? Do they provide you with some quality visuals so you can get a sense of what you are purchasing? But of course, there is more, so at Painted Lotus here is your first tip – do your research. It doesn't have to be a lot of research, you do not have to be an art expert to buy online. Read on .....



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# Buying art is like owning a piece of good furniture... Cultivate your own eye, and stand by your tastes.

## Tip #2: Let's Get Physical



Many of us find it difficult to get the time to visit an art gallery and the most art we ever see is in our favourite café or restaurant. So how do you get the positive experience of viewing your art without having to spend endless hours in art galleries (unless of course this is your thing, in which case, buying online for you will be a walk in the park!)

Many online galleries will have a **physical space – either a place where they showcase their art regularly or something more permanent.** A market place, a temporary art space, on café walls and restaurants. So, find out where their art may be viewed, so you get to really see the quality of the art the company produces.

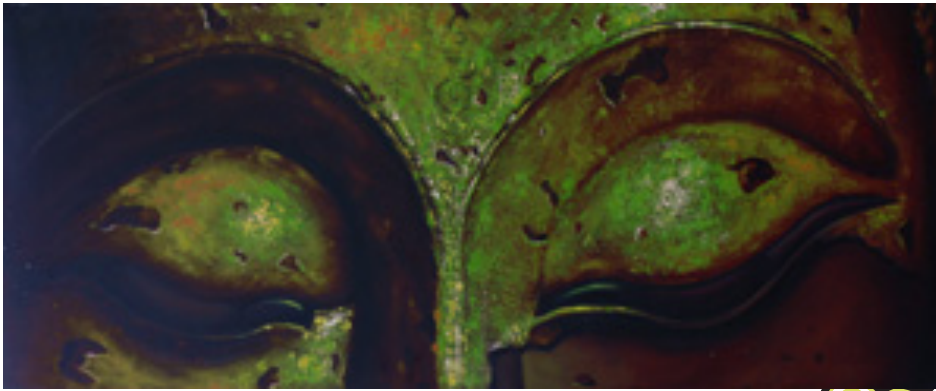
Most online art sites should have high quality digital images in a size relative to its real size, or printable downloads of the art for you to view. Not to artwork print standard, but of sufficiently high enough quality and in a big enough size for you to experience how the art may feel.

Painted Lotus, for example, offers A3 downloadable print versions of its art (with a watermark to protect the artists work), and we showcase at markets and stalls around the country.

## Tip #3: Virtual Sites, Actual People

No matter how appealing the art looks in a virtual space, be sure there is an actual person on the other end of the computer. Real people help you with your choices, and ensure that your art gets to you in quality condition.

**Check that your online art supplier has a physical address and a landline** on which they can be contacted. Painted Lotus recommends you do not buy from anyone who doesn't have either of these. Before buying, contact the staff by email or by phone and see how well (and how quickly) they respond.



Colour variations in one painting gives you that added uniqueness to your art at Painted Lotus

#### Tip #4: Demand Authentication

Just as you purchase in a bricks-and-mortar gallery, you should expect proof of the work's authenticity, that is if it is a reproduction, how many were made, and if it is an original, whether it is signed and authenticated.

**PicassoMio.com**, for example, a site recently given the "Best of the Behemoths" award by ArtInfo, has this policy on its Web site:

"Most of our artworks are signed (and numbered, in case of editions) by the artist. If the artwork is not signed, a signed Artist's Authenticity Statement may be available upon your request. This document certifies the artwork's authorship, the title, year of creation, and dimensions. ... Further, we can also provide you with an Independent Party Authenticity Endorsement with your purchase."

**Painted Lotus artwork is always signed by the artist, and all our art comes with a statement of art authorship, the title, year of creation, dimensions and background on the culture and nature of the artwork.**

#### Tip #5: Establish a Budget, Define Your Goals

The Internet offers a very wide range of artworks in all price scales, it is easy to go wild with a credit card. Establish a budget before embarking on your shopping expedition. And just **what are you seeking to experience with your online art purchase?**

Are you starting/adding to a 'serious' art collection, looking for a quality complementary piece of art that you love to look at, or something to cover that terrible mould on the wall?

Painted Lotus offers exception value for quality art, so we



would say we are a great start for enthusiastic art collectors, and particularly those with who enjoy art that comes with a presence of peace.

#### Tip #6: Do Your Homework about the Work, the Artist and the Site

When you spot a work you like, ask for as much information about the work (such as art style and technique) and about the artist (schooling, approach) as you can get.

Check out what the press has written about the site, or if they are relatively new and 'unknown' (where all good art galleries started at one time or another), read or **ask for buyer testimonials (and ask if you can actually contact a buyer or two for an in-person recommendation). Check blogs and references from other websites.**

Finally, a buyer in the virtual world may have the disadvantage of not being able to see the physical work, if it is not being exhibited nearby. You should ask as many questions as you need to, and Painted Lotus recommends even asking those ones that you might feel funny asking about (we all know what some of those ones might be).

#### Tip #7: Don't Rush

The Internet offers instant gratification to buyers far more easily than physical art galleries. Our advice is to **give yourself at least 2 weeks to think through and decide on your artwork** at Painted Lotus or any other art website. Have at least three meaningful conversations with someone from the online art site before you proceed to purchase.

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Browse as many online art galleries as possible, if you have time look at ads and pictures in art magazines. This latter suggestion helps you calibrate your 'eye for art'. You will find yourself connecting to certain art over and over again on the emotional level and as we say, buy art you will love.

### Tip #8: Many Happy Returns

Every expert we asked on how to buy online stressed this point: Make sure the online gallery allows you a chance to return it, after a reasonable period (usually one week), without any hassles.

Many successful online galleries will have this type of if you don't love it return it policy. Their experience has been that 99% of people keep them, as they tend to like it even more once they see it in person. At Painted Lotus, **we are firm advocates of this approach and provided the painting has not been damaged through hanging, we will accept it back.**



### Tip #9: Look for uniqueness

You can find exceptional, unparalleled (ie, unique) art in original and reproduction, and pretty ordinary stuff in both categories, too. Most of the recommendations for buying art focus on how to buy for so called original serious art (ie art that will appreciate in value or prestige over time.)

Painted Lotus specializes in high quality hand made reproduction work. So we would like to set the standard on this. **When buying reproduction work (that is not print), check how much machine work was involved (for example many use stencils to reproduce the images) or use of sprays versus hand painting. If it is a limited edition, confirm how many will be made.**

### Tip #10: Buy what you love or are falling in love with

With any art purchase, any art gallery owner (virtual or physical), will tell you, "Always buy what you love."

Someone once said an expert is a person with huge amounts of 'facts' and experience to support a very strong point of view. Remember it is their point of view, so you need to develop yours.



**We say... cultivate your art 'eye'.** Read magazines, look at TV or YouTube programs on art. Trust your tastes – what is one person's fillet mignon is another's mince (apologies to any vegetarians). You have to look at the piece long after everyone has left for the next latest offering. That way your love affair with your painting is less likely to become a failed infatuation, and more likely, something to sustain you through life.

Painted Lotus art comes from Thailand, Cambodia, and Vietnam. All the art is hand painted, signed and put through our 5 step quality process.

