

## Hanging Artwork in a Business Setting By Rose M. Anderson

Have you ever given any thought to where a piece of art would look the best? There is a process I would like to share with you.

While no one likes to spend time in a doctor's waiting room, a patient can be transported to a quiet place like the beach or the woods while they are waiting. Often, pain as well as blood pressure can be lowered simply by the atmosphere you create in your waiting area.

Another kind of pain may loom for someone who is waiting for their banker, accountant or advisor. Why not make the atmosphere as pleasant as possible. A vibrant landscape or vacation spot would make your client's mind think of pleasant things to do. And, of course, sports art like golfing can get them to reminisce of past games as well as to start planning their next outing. Who knows? You may even be invited along.

Is it the type of artwork that someone would find offensive? If so, then you may not want to display it in the lobby. A more appropriate location would be a private office, where it is out of sight of traffic flow, or a back hallway. Of course, if the artwork relates to your business and is appropriate to your practice, then the offensiveness quality evaporates and the work could be displayed front and center in the lobby. The key is whether the subject is appropriate for the work location.

Many businesses use fine art as a perk for upper level management for appointing their offices appropriately. This would include custom framing diplomas and awards. Businesses are also hiring art consultants for their top level managers to use for acquiring art for their homes. As the job market gets tighter, these perks are a low cost added benefit to the employee to see themselves as a valued member of the management team as well as the firm to have a well coordinated office environment and satisfied employees with impressive homes fit for company entertaining.

Businesses have been known to look for up-and-coming artists to add to their collection. This not only supports a talented artist and adds to the artist's credits, but helps the corporation acquire a beautiful piece of art at a great price that will hopefully increase in value in the future.

Art has a way of tapping hidden emotions and subliminally suggesting whatever impression we wish to convey in our business settings. Make sure the artwork on your walls is giving a good impression of you and your work environment.