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## How to Use Art in a Business Setting (part 3)

To continue the article from the September newsletter, I am giving some examples of the many ways art can affect a person's emotions and how a business owner may want to tap into those emotions for the good of their business.



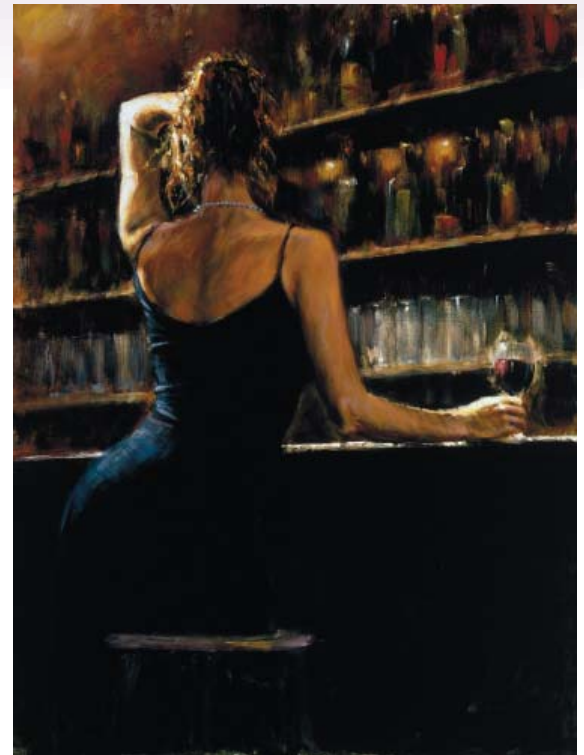
**Fever by Andrei**

### Spa/Day Salon:

You really need to set the mood. A spa is an escape from the rat race; A place where all the cares of the world just melt away. We enter a spa to relax and be pampered and art can help set the mood with a landscape or intricate abstract. A monochromatic color scheme helps to calm us down visually and appropriate art can calm us down mentally.

### Restaurant:

Culinary delights may show up on your walls as well as the plates. Food images may be traditional or impressionistic, serious or whimsical but almost always enticing. You could also use images that correspond to the countries of your menu. If you emphasize wine there are some exquisitely done wine bottle images available. And, of course, Lettizia is still looking for a home.



**Lettizia**

### Corporation:

Many corporations have their own art collections and purchase art for diverse reasons. A corporation may decide to acquire artwork by local artists to support the local arts community. Corporations also purchase art for investment purposes and may display these acquisitions in their public spaces for their employees and customers to enjoy. While all types of art are collected, works that are non-controversial are usually those most displayed. 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.



**Leppendorf  
Shire Floating Island**



Original by Domenech 38 x 50"

## NEW ART – NEW ARTISTS:

Just in, El Encuentro by Domenech. Domenech is a Spanish artist born in Barcelona in 1952. He comes from a family of carpenters and was expected to follow the family tradition. While growing up, he and a friend used to take boxes of paints and head for the countryside to paint 'en plein air' landscapes. After approximately two years Domenech was concentrating on figurative work at Saint Lluç (Circle of Art). "I always try to go deeply into myself, searching for simplicity – to show just the basic element. I want to express peace and quietness and for this I paint the female form and femininity". In his works, the models never look directly at the observer. They have their eyes semi-closed in a way that maintains the model's feeling of privacy.

*I also have limited editions of several other beautiful works by Domenech. These works may look gorgeous on your monitor but seeing them in person will take your breath away.*

## OCTOBER COLORS:

**COLOR COMMENTS:** When two colors are combined that produce gray they are called complementary colors. Grey is its own complement.

Taupe, a grayish brown neutral is a conservative, slightly earthy and warm shade of gray. Light grays with pastel shades of pink, blue, lavender and green have a feminine quality. Darken those colors for a more masculine feel.

Gray can have a cooling effect when placed next to more vibrant colors. It has a stabilizing effect, making vibrant colors stand out while muting their vitality.

**COLOR FOR OCTOBER:** The color for the month of October is Cerulean. Calm and soothing, Cerulean signifies love, beauty and balance. Cerulean embodies the essence of peace and serenity while inspiring us to be strong and take decisive action.

This is a great month to enhance your physical appearance and/or beautify your surroundings. Please let me know if I can help you with the latter.

For more information on color go to [www.colorstrology.com](http://www.colorstrology.com)



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Rose M. Anderson, Owner

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