

How to Use Art in a Business Setting

Art has a way of tapping hidden emotions and subliminally suggesting whatever impression we wish to convey in our business settings. I am trying to give you suggestions for different office settings so that when you look around, you might be able to picture how different your office could look with diplomas and art on the walls. Keep in mind that a person walking into your office will form their opinion within the first 5 seconds. 5 seconds! So, make them count. This article was originally written for a publication when it was decided they would not have the room. So, here it is, brand new for you! I hope you enjoy it. The second half will be included in the September Newsletter.



Breameau by Kent Lovelace

The misty morning, a barn in the distance, you might be out for a morning walk enjoying the quiet before you start the day. Of course you need to motivate people to exercise and these scenes can be found everywhere early in the morning.

Doctor's Office: Many people associate a doctor with physical pain or disability. While no one likes to spend time in a waiting room, the patient can be emotionally 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.

Yellow Light
 by Angus Macpherson

The great outdoors!
 Sunlight filtering through the leaves. Gives you that 'Aaahhh' feeling



Financial Office: 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 think of pleasant things to do. And, of course, sports art like golfing can get them to reminisce on past games as well as to start planning their next outing. Who knows? may even be invited along.



Verona, Italy II by Ted Goerschner

If you can save them money through tax planning or investment selection, go ahead and show them where they can spend it. I guarantee your clients will be motivated to follow your advice. And that's the name of the game, right?



Backswing by Ophelia Chambliss

So who wouldn't want to figure out the magic bullet for a better golf swing. You'll really get your clients talking

New Art, New Artists

This month I would like to introduce you to Sabzi, the Iranian master of Romantic Impressionism.

Born in Ahwaz, Iran, Sabzi started painting at the age of twelve. Sabzi's early works were primarily realistic, exploring the historic and cultural themes of his homeland. His departure from Iran during the Khomeini regime brought him to Germany and then to the US. This exile provided the opportunity to explore new artistic influences and he began to work in abstract figurative styles.

Sabzi's subjects are almost always women as modern goddesses with elongated forms suggesting internal conflict. According to Sabzi, their anonymous faces make them into icons that transcend and defy the demands of reality, reflecting warmth, charm happiness and his undisputed love of women.

During the month of September, Sabzi's work will be displayed on the front wall. I have limited editions on canvas available for sale.

Fine Art ~ for every day

Rose M. Anderson, Owner

Pure Gallery, Inc.

4407-c Carlisle Pike, Camp Hill
(717) 737-3134

pure

newsletters now available online at:

www.PureGallery.net

