

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Buy Art for the Holidays

It's my annual plea to call for readers to buy art for the holidays. Many of you have heard it before - many times, but I'm giving it again to remind readers that one of the best ways to help our economy - especially our local economies - is to buy art from local artists, from local galleries, from local art museum gift shops, and other non-profit art organizations. But, make sure the works are made by local artists.

There are many ways you can accomplish this act of giving art. The most direct is buying art at one of the many Holiday art sales taking place at arts councils, art groups, and art organizations taking place this month. Many of these facilities don't show exhibits during the month of December to give local artists an opportunity to have a sales venue. Also, many outdoor art fairs or sales will be taking place.

Buying art in a gallery provides a double hit to the economy, as it helps an artist and helps maintain the main outlet for seeing and buying art in the Carolinas and around the world. Not every community has an art museum.

You can also give someone an art class, an art book, or some art supplies.

You can also make a donation to an arts organization in the name of that special person on your gift list.

There are so many ways to give art for the Holidays - just use your imagination. Why, you could even buy an ad in a regional arts newspaper for an artist or art group.

Buying Art

Most art will not need batteries. Most art will not wear out from over-viewing. The recipient will get to enjoy your gift year

after year, and year after year they will think about how wonderful a gift you have given them. And, best of all, most art comes with no assembly necessary.

OK, art can be a little pricey as a gift, but just like the economic status of our readers, good art comes in all sizes. For the price conscious, fine art crafts can offer the most bang for the buck. Reproduction prints of original works of art also come in a wide range of prices, but don't forget that fine art prints that have been hand-pulled by the artist and come in smaller editions can be had for about the same price as some reproduction prints. Myself, I'd always rather have an image that only a handful of people share with me vs. thousands, and having an original is even better.

Now, if you're in the category of having to find that special gift for a special person - maybe even yourself, I've got a secret I'm willing to let out of the bag. Some artists and galleries will let you make payments on artworks with a weightier price tag.

For those of you who fit into the category of, "price is no consideration", what better way to make an incredible impression than with a monster piece of art - something that can give the folks at DeBeers a run for their money. Believe me, you will make an impression on the recipient and the artist. You could become an art patron overnight.

No matter what your price range, there is art out there which can fit any taste and any price range. And, you're lucky to be in the Carolinas, as there are plenty of talented artists out there working for you.

And, one last thought - if you can make your special purchase from one of the advertisers found in this paper - it would be a lot better for me and you. After all, they have been paying for this paper for years. Show them your appreciation.

But, whatever you do - buy local art.

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