



**It's August, can you believe it???**

**Great time to rest from the same yearly grind, to reflect, and refocus, and to think of new directions to get involved in and things to do in this new, exciting, cultural season.**

**May I suggest a wonderful goal???** **To Start an Art Collection!!!**

There's a big difference between buying art and collecting art. Buying art is more of a random activity based on what you like, what attracts your eye, what “speaks” to you. While collecting art is more of a purposeful directed long-term commitment. In both cases, you should always buy what you like, but if your goal is to collect art and do it right, you must think of two other important and additional skills. The first - to effectively research, evaluate and decide whether to buy works of art that are meaningful to you and that you want to live with. Second - to choose each individual work in such a way as to form a series or groupings of work that have something in common; i.e., created by the same artist, or common technique but created by different artists, similar themes, or other multitude of meaningful similarities.... thus, a collection!

The Coconut Grove Arts Festival, or other juried fine arts festivals, are wonderful places to start an Art Collection....they provide opportunities to formulate a plan and provide an endless array of subject matters, mediums and price ranges. The major plus in starting a collection at an art festival is that you meet the artist of the work you are contemplating, you can ask them questions, and they can share with your personal antidotes about the work. These annual events provide excellent opportunities to gather exciting details and background information directly from the producing artist which might not be available to you if you buy at a gallery, which can be overwhelming and even be intimidating to the new collector.

In my Sept message to you, I will bring you part 2, and introduce you to some of our local collectors who started their collections at the CGAF. Happy Aug to you!!