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Arts



Online Art Gallery Reaches New, Younger Audience

DIAL UP BROAD BAND

December 20, 2007

Those who are thinking of giving artwork as a creative gift have the option of browsing, and even buying, online. But before making a purchase, especially for someone else, NY1 Arts reporter Stephanie Simon sought some advice on buying art.

One entrepreneur is selling a different idea for the holidays -- art as a gift.

"It's just one of those things that makes you feel happy," said Raandesk Gallery of Art Owner Jessica Porter.

Raandesk Gallery of Art, a virtual art gallery, was launched by Porter in February 2006.

"It's important to think about the person they're buying for, what their interests are," suggested Porter. "Are you buying it for their office, or for their home?"

Sculpture is a very hard gift, says Porter. Black and white photography is usually a safe bet.

"If they have other pieces and you're afraid that it's going to clash with it, it's not," said Porter of the photographs.

Raandesk shows off emerging artists whose works sell for anywhere from \$100 to \$6,000. Porter says some find online galleries less intimidating than the real thing.

"There are younger people buying who are used to buying on the internet. They use the internet all the time," she said. "It's not like the older generation of art collectors who are used to working with specific gallery owners and galleries; it's a whole new era of art buying."

Attorney Annika Martim knows what it's like to give and get art from the online gallery.

"They do list all the dimensions on the site so you can sort of get an idea if you know what space you're looking at, what kind of sizes might work in that space,"

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said the customer.

It's certainly convenient, but can looking at art work on a computer screen really offer the same 'wow factor' as being in the same room as an artist's creation and falling in love with it?

"I always suggest that people see it in person, and quite often I do take pieces to potential buyers if they want to see it," said Porter.

And, like with traditional shopping, many buyers wind up asking themselves, "Who can I get to buy it for me?"

For more information on Raandesk, check out www.raandeskgallery.com

- *Stephanie Simon*

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