

MCA Cover Drive Magazine Article – Publishes in the April 2014 edition.

The art in your home expresses your individuality

Your home mirrors you:

Your home is your kingdom; it showcases you and mirrors the collective personality of the family members undersigned by your signature. It could be simple uncluttered and minimalistic, crowded, elegant, stylish, contemporary, traditional, luxurious, chic, funky, colorful, monochromatic, earthy, graphic ...as many people that many styles. Whatever be your style, there will be art that reflects your specific taste.

What is your signature?

Observe yourself and you will find a pattern. You love bringing home souvenirs from your travels and then the memorabilia finds itself in hooks and nooks on the wall. You are always spruced up or you just love the unkempt look. You speak only a few words or a dime a dozen. You laugh loud and hearty or you are restrained. Meditative or are you hyperactive? Will you trade style for comfort? Are family roots, culture and heritage important to you? Friends, family and many a times your own introspection will help you discover your signature persona. You will notice that the art you are naturally inclined towards happen to be an extension of the same persona.

What is the atmosphere or ambience you have an affinity for?

A Stark well lit home, or soft lit hues with warm shadows. Is it joyous exuberance or a somber and staid feel that you take to? Some like the moody, maverick freedom feel while others in contrast like the astute look. Love yourself, be yourself and above all know yourself. You will be amazed to find art that defines your distinctiveness.

What role does art play?

Art evokes emotions; it has soul and will bring pleasure, conversation, delight and wonder. It uplifts the spirit and home. It can make a room truly unite and come alive. It helps instill value, culture, depth and perspective. From a simple framing of your child's latest masterpiece to purchasing investment works or anything in between, art will have a positive impact.

Some myths to bust.

It is a myth that art is expensive; you can enhance the aesthetics of your home remarkably with very reasonably priced art. Media picks up the best sellers and talks of daunting prices that they sell at. But there are dynamic emerging artists with great affordable options for homeowners. Prices range from as low as Rs.10,000/- upwards. There are galleries like www.dolna.in who focus on emerging artists or many more who offer a choice of great art within the most affordable price range.

It is also a myth that art can only be understood by a few or is elitist. **Art is an expression of the artist's emotion and emotions are universal understood.**

How do you start buying art?

Give yourself the time to browse. Find new mediums or rediscover traditional ones, hunt out artists, discover new ways of seeing things and find what truly resonates with you. While the price tag is to be considered when buying art, the first thing to do is to view lots of art. Look at art and decide what you like because the most important thing is that you love the piece of art you purchase. Be cautioned, very few pieces of art actually appreciate in value so there is a chance that you won't get your money back and you will be living with that piece for quite a while. Make sure you love it first and foremost. Also ensure to have a wall space in mind and that the measurements are known while looking for a piece.

Your Art choice is your style statement.

Finally, follow your heart and not trends or popularity, you never know what you fall in love with, could be the next big thing. Let the art you choose to display, lend character to your home and be your identity.

Article written by
Mithu Basu
Curator & Founder
www.dolna.in
M: 9820414732 T: 022 28410820
R O: 3/14 Saket, Shivdham,
Flimcity Road, Malad East,
Mumbai 400 097, INDIA
Creating global platforms for art and artists