

HANDCRAFTED
EST
1949
BROOKLYN·NY

Utrecht
ASK THE EXPERTS

Studio Craft: Informing Your Collectors



Each artist is the authority when it comes to the materials and processes they use, but those choices have an impact on collectors when they need to care for the objects they've acquired. Sharing details about your artwork is a great way to ensure the people who choose to live with your art have a good experience and can enjoy their investment for years to come.

What information to share

People love knowing facts about the objects they collect and the artists who made them. Information about what materials were used and the processes you employed can create greater interest in your work, and also ensure proper care and maintenance of the art you make after it leaves your studio.

Documentation should include basic facts about the support material, priming, and medium. Include facts about collage elements or inclusions, and what adhesive you used to attach them. If you've varnished your artwork, it's a good idea to record what brand was used in case it needs to be cleaned in the future. Documentation can also include statements about your original aesthetic choices and preferences for display.

The Artist's Intention

If you have specific preferences for framing, glass, or varnish, consider sharing that with the collector. There is no guarantee these will be honored forever, but many people understand the value of preserving the artist's original intent. Especially if display elements were made by you expressly for the piece, the collector should be informed so that, even if the original display materials are removed, they can be retained for collectible value.

Working with new collectors

People new to owning art may benefit from advice about display and care. Inquiring about the intended display location can help you recommend ways to better maintain a work of art. A new client may not be aware of issues caused by extremes of temperature and moisture, or exposure to many hours of strong, direct sunlight. Once collectors have been informed of these issues, they can make better choices about hanging artwork over a fireplace, in a bathroom or kitchen, or in an outdoor enclosure.

Non-standard materials

Artists often use experimental processes and unusual materials, and these materials can require care that is different from what's used for traditional works of art. If your art includes non-standard or less durable materials, there may be special care instructions that can help the collector better preserve the piece.

Consider discussing any aspects of your art that might influence the way it needs to be treated. If it includes materials that are easily damaged, can't be cleaned without specialist services, or might fade with normal light exposure, try to provide advice that could help manage those issues. For instance, artwork can be rotated in and out of storage to minimize exposure, or greater care can be taken to select a favorable installation spot. Early information helps collectors have the best possible experience and may just avoid the need to contact the artist if issues arise.