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Citations

1. "About Contemporary Art", The J. Paul Getty Museum education resources (Getty.edu/education), undated.
2. "You Can Afford it... And Other Reasons Why You Should be Buying Art", John Gascot, Huffington Post, February 16, 2017
3. "Why buy art?" The Economist, June 22, 2012
4. "7 reasons why it makes sense to buy art while you're young", The Financial Examiner (medium.com), October 11, 2015
5. "Guide to Buying Art: 7 Things to Look for When Purchasing a Piece," Stephen Tanenbaum, Huffington Post, March 24, 2015

About TRAGER|contemporary

TRAGER|contemporary is dedicated to presenting its clients with distinctive local, national, and international emerging and mid-career artists working in traditional, nontraditional, and mixed media, from painting and sculpture to installations and works on paper.

Not only are we focused on showcasing and cultivating the work and careers of our artists, but we also believe in supporting the practical components of art for creators, enthusiasts, and collectors through gallery talks, workshops and events, and a speaker series. We aim to build a diverse community of people who want to engage with art, broaden the dialogue about culture and contemporary art, and provide a gathering space where all are welcome.

TRAGER|contemporary

290 King Street
Charleston, SC 29401

www.tragercontemporary.com

info@tragercontemporary.com

843-882-5464

*Living in History:
Why you
should buy
contemporary
art.*



article review
compiled exclusively for

TRAGER|contemporary

What is Contemporary Art?

“Strictly speaking, the term ‘contemporary art’ refers to art made and produced by artists living today. “Working in a wide range of mediums, contemporary artists often reflect and comment on modern-day society. When engaging with contemporary art ... viewers consider whether art is ‘challenging’ or ‘interesting.’ Contemporary artists may question traditional ideas of how art is defined...and in some cases rejecting the styles and movements that came before them.” ¹

Why Buy Art from Living Artists?

“Many consider art a luxury beyond their reach yet tech toys and gadgets such as tablets and game consoles are commonplace among their possessions. “Gadgets, unlike art, are seldom sound investments as their value decreases the moment we use them or the next model becomes available to the public. These items, also unlike art, seldom contribute to local economies on an immediate and personal level.” ²

In a report entitled ‘Profit or Pleasure? Exploring the Motivations Behind Treasure Trends,’ only a tenth of those questioned said they bought art purely as an investment, whereas 75% cited enjoyment as the key. ³

From “7 reasons why it makes sense to buy art when your young”.

The Financial Examiner (medium.com) ⁴

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1. Because you’re in the know.
 2. Because you can afford it.
 3. Because emerging art is a bargain.
 4. Because it’ll help develop your tastes.
 5. Because your collection will grow with you.
 6. Because it will last a lifetime.
 7. Because it’s fun.

“Art isn’t just decoration; it’s something timeless that will be with you for a lifetime.”

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Stephen Tananbaum’s 10 Questions to Ask Yourself When Buying Art: ⁵

1. Do I have an emotional reaction to the piece?
2. Does the piece bring me into it, or am I looking at it?
3. Does the color palette stimulate my senses?
4. Does the composition guide my eye through the piece?
5. Do I understand the piece? Is it conceptual and thought-provoking without being too complicated to understand?
6. Is there anything unique about [] the creation process that sets the work apart?
7. Is the artist working in a cohesive style? (this indicates focus, repetition, and practice which leads to more refined work)
8. Is the artist building on a previous artist’s work or an artistic movement?
9. Is the piece well constructed? Is it made of materials that will age well? Or technology that may go out of date?
10. Do I continue to think about the work and its meaning even after I’ve stopped looking at it? Does the work have staying power?