

UNLOCK THE TRUE VALUE OF YOUR ART COLLECTION with Professional Appraisal

*INFORMATION PROVIDED COURTESY OF BALCON D'ART,
Steve Pearson, www.balcondart.com and
Deb Usher, ARABELLA e-Magazine, www.arabelladesign.com*

Your art collection is dear to you because of the emotions it evokes in you. On the other hand, it is also precious because of its intrinsic value and the inevitable appreciation of its content. With the passage of time, it is difficult to judge the market value without the assistance of professionals familiar with market trends.

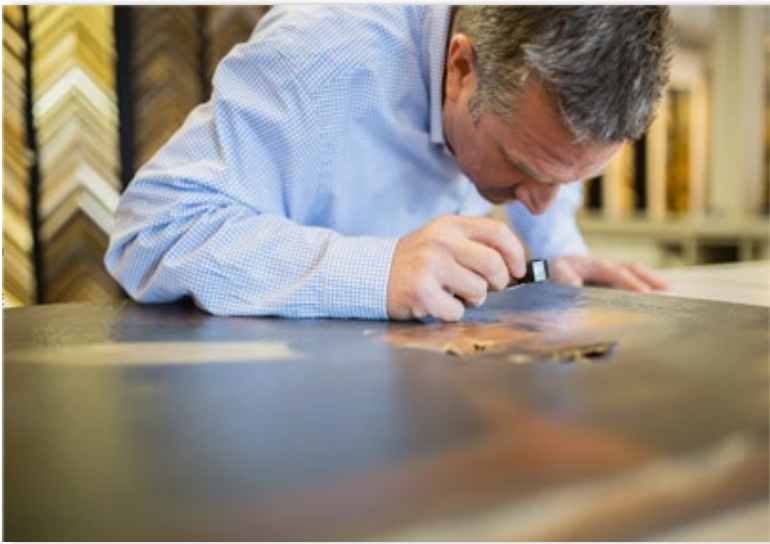
It is for this purpose that the Balcon d'art, *like any reputable art gallery*, offers you a periodic evaluation of your paintings, sculptures, reproductions and other precious objects.

A good evaluation must proceed with respect for the client but also with knowledge of the reasons which motivate this evaluation.

An evaluation focuses, above all, on the value of the work in detail. It is the barometer that will allow you to properly judge the evolution of the value of the work. It is also the value that will allow your insurer to compensate you in the event of theft or loss.

For example, the replacement value for insurance purposes is not necessarily the same as the value of an estate or that established for the purpose of selling said collection.





As far as insurers' requests are concerned, it is quite simple to establish the value of the works. A simple search with gallery owners representing the artists concerned will establish the replacement value of the works. That said, in the case of missing artists, replacement being difficult, if not impossible, a certain familiarity with the secondary market and the world of auctions can provide essential information to help establish price equivalences for comparable works.

It is a good idea to have the valuation of your works checked and updated occasionally - say every five years - to ensure their value and obtain appropriate cover from your insurer. It is also prudent and judicious to send a copy of this assessment to the latter to avoid any misunderstanding in the event of a disaster or theft.

A note about insurers: some companies specialize in insuring works of art. Check with your broker for details.

As for a valuation for inheritance purposes, it is obviously possible to leave this task to the potential heirs of your collection but, just like the creation of a formal will, would it not be wise to carry out the exercise yourself if it were only to spare your heirs the difficult task of dividing your collection upon your death?

In this case, an assessment of the resale value is ideal and can easily be carried out by any good art market professional.

The same frequency of updating the evaluation, i.e., every five years, will be indicated in the case of a large collection.

A copy of this evaluation should be included with the rest of the inheritance documents with your notary or lawyer to help simplify everyone's work.

Finally, if the reason for carrying out an evaluation of your collection is motivated by a desire to dispose of your collection, in whole or in part, it will be prudent to obtain an evaluation from a third party rather than just one from the gallery or auctioneer chosen for the sale of your treasures.

This evaluation should be carried out as close as possible to the date planned for the sale to properly reflect the real value of the works at the time of said sale.

Keep in mind, however, that the established value of the works must be balanced against the market, the type of auctioneer, the gallery chosen as well as the time you are prepared to grant for the sale of your works of art. A quick sale can often mean a lower price. You should also take into consideration the gallery or auctioneer's commission.

All these considerations may seem somewhat confusing to you. That's why it's always a good idea to consult established professionals you trust.

Consult the Balcon d'art experts for more details on our evaluation services and get the most out of the treasures hanging on your walls.

*Le Balcon d'art specializes primarily in the evaluation of **Quebec and Canadian** works of art. If you are not sure of the geographical origin of your works, we still suggest that you send us photos of them. We will be able to advise you on the possibilities available to you.*

*If you would like a valuation, you must provide us with **good photos** - including a close-up of the signature and a photo of the back of the painting as well as any relevant details such as title, year and a certificate of authenticity (if this is available). We will also need the dimensions of the painting(s) **Framing not included.***

www.balcondart.com



EVALUATING WORKS OF ART

A Comprehensive Guide to Artistic Assessment

Art possesses an indefinable quality that speaks to the core of human existence. Whether a painting, sculpture, or digital creation – works of art evoke emotions, thoughts and dialogues that transcend cultural and temporal boundaries. Yet, as with any other discipline, art also undergoes scrutiny and evaluation, whether for educational purposes, commercial transactions, or historical documentation. This article aims to delve into the complex but fascinating world of art evaluation and provide a guide on how to professionally assess a work of art.

The Subjective Nature of Art

Before diving into the methodology, it is crucial to acknowledge the inherently subjective nature of art. Artistic taste varies from person to person and what may be a masterpiece to one individual may not resonate with another. However, there are objective standards and criteria that can provide a framework for evaluation.

ELEMENTS OF ARTISTIC EVALUATION

Technical Proficiency

The foundation of any work of art lies in the artist's command over the medium. Whether it is the precision of brushstrokes in a painting or the intricacies of metalwork in a sculpture, technical proficiency is an undeniable criterion for assessment.





Conceptual Depth

The concept or idea behind an artwork often differentiates a masterpiece from a technically well-executed but shallow piece. Conceptual depth entails the complexity, originality and as such the intellectual rigor behind an artwork. A high level of conceptual depth often corresponds to an artwork's ability to evoke thought and dialogue.

Emotional Impact

Art has the power to move people emotionally. An effective piece often captures a certain universality, making it relatable across different cultures and times. The emotional impact of a work can be a testament to its artistic excellence.

Aesthetic Cohesion

A successful artwork is more than the sum of its parts. It presents a unified aesthetic that binds various elements, such as colour, composition and texture into a harmonious whole. Aesthetic cohesion can significantly elevate the overall impression of a piece.

Historical and Cultural Context

Understanding the context in which a work was created can provide valuable insights into its significance. This includes the socio-political landscape, art movements of the time and personal circumstances of the artist.

METHODOLOGIES FOR ART EVALUATION

Comparative Analysis

Comparing a work of art with others from the same genre, time period or artist's portfolio can provide perspective.

Expert Consultation

For works that are complex or steeped in historical significance, consulting experts in the field can offer a nuanced evaluation. Also included here could be the official auction results and what condition the painting or artwork is in when it has been physically seen.

Market Analysis

In the commercial sphere, the market value of an artwork can provide an indirect measure of its perceived worth, although this can be influenced by external factors such as trends or the reputation of the artist. It is important to know the official price list of the artist as well as whether they are represented by multiple galleries or are a 'studio' only artist.

CONCLUSION

Evaluation of art is a multifaceted endeavor that draws upon a range of criteria from technical proficiency to emotional resonance. While subjective elements inevitably play a role, employing a structured approach can offer valuable insights into the artistic merit of a piece. Whether you are an artist, critic, educator or enthusiast, understanding the nuances of art evaluation can enrich your appreciations and engagement with the world of art.

