

## How Art Is Valued In General Rules?

### Most collectors of James e. Woody's painting are eclectic, visionary and informed private art collectors.

Fine art collectors know that building sustainable wealth is based on fundamental principles, and the ability to define value. Now you too can own a piece of history and ensure your estate value is enhanced, in the case of a "Woody" painting" it will look incredible on your wall.

### Art as an asset class is a proven long-term means of wealth.

Stock-market volatility drives investors toward hard assets; art is an extremely popular way to add versatility to a traditional investment portfolio. It offers low correlation to the price movements of other assets, and it's effective as a unique hedging strategy. Certain experts point to annual rates of return of anything between 5% and 25% for the best-performing art sectors.

*The major prerequisite for collecting art is an innate desire for the object.*

While historical, critical and even social context may enrich the story behind a work or series of paintings and explain its conceptual production, it is the initial connection between the viewer and object that sets the tone and dialogue. The emotional connection a collector feels with a work of art or an entire collection creates personal value.

Although personal value and preference may vary greatly, the methods by which one translates an appreciation and passion for art into dollars and cents remain the same. A variety of factors must be considered in determining an artwork's monetary value. Condition is one of the most important factors in assessing value.

- Has the object been maintained in the same condition since its creation?
- If there are changes in the condition, what are they?
- Have they affected the appearance?
- Has the original integrity of the work been upheld?

Artworks may be most effectively assessed by examining the market for similar items, sometimes referred to as "comparable." Many variables affect the relevance of a comparable, most importantly its sale date. As with any market, the art market is fluid; comparable sales with dates over five years old may have little or no impact on an artwork's current value. Recent sales indicate the most reliable information in determining the value of a work.

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The most accurate evaluation of comparable comes from searching for works within the same medium (paintings, sculptures, watercolors, drawings, collages, prints). For example, paintings tend to achieve higher prices than printed works on paper; the print market is more or less self-contained and specific. Therefore, a print sale, no matter when it occurred, has little relevance in determining the value of a painting, as opposed to the sale of a comparable painting by the same artist that took place during the past year.

**Subject matter:** as a general rule, an image depicted in a figurative work may provide clues to trends within certain genres. For instance, still life from the Impressionist era, such as works depicting a bouquet of flowers or a bowl of fruit, has a slightly different market than a landscape painting or a commissioned portrait by the same artist. Thematic factors are combined with creation or execution-date, followed by medium and size.

**Rarity:** determined by the frequency with which a work by an artist appears on the market or the number of a specific type of work currently available from a particular period in an artist's career. When combined with **demand**, rarity becomes very important in appraisal.

Although an artwork's value is subject to a wide range of variables, these variables are not always relevant. For example, guidelines for insurance or sales appraisals may be more specific than the introductory definitions described above. A collector might assign a value based on their emotional connection to the piece.

In summary, the audience for exhibitions of contemporary art has increased widely during recent years as general awareness and interest in contemporary art has developed internationally.

### We are witnesses to the birth of an art form.

"Transpersonal Art" will continue as a growing trend among academics and collectors; because it focuses on self-realization and design psychology, the tool used increasingly to create inspiring places. These works will continue to be sought after by private collectors because they are compositions of the individually shared opportunity to witness ones ego lost in motion. These paintings allow the viewer to bypass uncertainty and the unexpected and thus participate in a novel turn of events.