

## UPCOMING EVENTS

**Tuesday, February 21,  
1:00 PM**

### Member Meeting

Bring a Friend Event!

Location: Lely Clubhouse,  
7833 Hawthorne Drive,  
Naples

### NEWSLETTER DIRECTORY

(Click on the links below to access the  
linked subject)

[AGON Gallery Pages](#)

[AGON Member Meeting News](#)

[AGON Outing to Art Alive](#)

[Art Tidbits: Why Do People Buy  
Art?](#)

[Save the Date](#)

[Member Recognition Corner](#)



ART GUILD OF NAPLES

# NEWSLETTER

Volume 2 / Issue 2: February 1, 2023

## AGON GALLERY PAGES

All gallery page updates submitted have been completed. The next call for gallery page updates will be in April.

## AGON MEMBER MEETING NEWS

February 21, Member Meeting

Location: Lely Clubhouse, 7833 Hawthorne Drive, Naples

*Everyone should have received an email link from Signup Genius very soon to sign up for the February meeting. If you did not receive the email, please feel free to use the link below to register for the January meeting.*

<https://www.signupgenius.com/go/10CoE4FABA722A2FEC52-february>

*This is a 'Bring A Friend' event, so feel free to bring any friend who has not yet attended three of our open meetings. (After three meetings a guest must join to attend future meetings.*

*Remember to bring one piece of your work to share with the group and encourage your guests to bring an example of their work as well!*

We are excited to have our first meeting at the Lely facility. This location has the potential to house our meetings as our group continues to grow. Thank you Giampaolo for arranging for this new space.

## AGON OUTING TO ART ALIVE

Approximately ten of us toured artist's studios on our February 1<sup>st</sup> Art Alive outing. It was so interesting to see the variety of mediums of the Art District artists. We saw everything from glass workers, painters, and woodworkers. The artists were as interested in our group as we were with their work!

Thank you to all who joined us. It was a fun time!

## ART TIDBITS

### Why Do People Buy Art and How to Encourage Them to Buy Yours!

What makes people want to buy art? It can be beautiful to look at or wear, but it does not serve a necessary function around their home. It just sits there and looks pretty. So, what compels people to buy art? According to several studies, the desire to own art is simply psychological.

Art can make you feel happy, energized, or nostalgic, all emotional responses – a psychological response to the art. Not surprising, feelings are one of the top reason people choose to purchase art!

1. Emotions. Art can make you feel happy or sad. Can bring back a distant memory from your past. Sometimes, people buy a piece because of the colors in the piece invoke an emotional response.
2. Money. As an artist it is hard to believe, but sometimes the consumer does not even care about the art. They look at the art as an investment, concerning themselves only with the value of the piece and how much it may increase in value in the future.
3. Prestige. Some people purchase art because it makes them look a certain way to others. They feel it makes them appear more successful or sophisticated to others. The more expensive the art, or famous the artist, the more prestige the art will bring to the owner.
4. The Love of Art. Some buyers purchase art out of pure love for the artwork. It may not be expensive, or from a famous artist, but they feel they just must have that piece! This would be an emotional need of wanting.
5. Making a Statement. Finally, some art collectors purchase art because the piece makes a statement. The statement may make the viewer more socially acceptable or may make people feel uncomfortable.

#### So, what are the top reasons people don't buy art?

1. Insecurity. People may be unsure of their tastes. They may be new to buying art and just unsure how the piece would fit into their surroundings or how their friends would react to their purchase.
2. Assurance. They are not sure your art is worth the asking price.
3. Money. They cannot afford your art.
4. Confusion. They do not understand your pricing model.
5. Remorse. Sometimes customer anticipate remorse from a potential purchase.

#### Now, how can you reach these customers and get them to buy your art?

1. Engage with your customer to learn about the space in which the art would be placed in their home or business. Many times, using an app like Smartist can allow you to place your art in a room with colors similar to those in the customer's house, thus showing the customer has nicely the piece would look in a room setting. If selling your work online, having a website feature which allows the customer to upload a picture of their room and place the art in the room can do wonders to alleviate customer's insecurity.
2. If your customer is not sure your art is worth the asking price, do not be afraid to present your artist bio to highlight your experience and awards. Compare prices of your pieces with other artists prices. Do not be shy in telling them about the awards your art has received, or where it has been published.
3. If your customer loves your art, but simply cannot afford it at this time, continue to engage to learn more about them. Do they own other art pieces, do they collect a specific artist's work, would this be the first piece in their collection, what drew them to the piece they love, etc. Keep the door open to make them comfortable to come back to you when they can afford a piece of your work.
4. If you have the confused buyer who does not understand your pricing model, spend time to explain how you price your work to show you price consistently based on your experience and sales history. Make sure you are consistent in your pricing model, so they are not confused when they see one piece priced 25% more than a larger piece you have on display.

5. Buyer's remorse is a tricky situation to overcome unless you are willing to offer a return policy. A 30-to-90-day return policy. If you are not in a position to offer a return policy, you might offer the ability to return the piece in an exchange for a more expensive painting.

In a nutshell, the way to sell more is to engage more with your customer! Learn about their art preferences, art insecurities and their homes. The more confidence the customer has in you and your credibility, the more likely s/he is to purchase from you.

*References: Artsyshark.com; theartistmarket.co*

## **Why Do People Buy Art and How to Encourage Them to Buy Yours!**

What makes people want to buy art? It can be beautiful to look at or wear, but it does not serve a necessary function around their home. It just sits there and looks pretty. So, what compels people to buy art? According to several studies, the desire to own art is simply psychological.

Art can make you feel happy, energized, or nostalgic, all emotional responses – a psychological response to the art. Not surprising, feelings are one of the top reason people choose to purchase art!

6. Emotions. Art can make you feel happy or sad. Can bring back a distant memory from your past. Sometimes, people buy a piece because of the colors in the piece invoke an emotional response.
7. Money. As an artist it is hard to believe, but sometimes the consumer does not even care about the art. They look at the art as an investment, concerning themselves only with the value of the piece and how much it may increase in value in the future.
8. Prestige. Some people purchase art because it makes them look a certain way to others. They feel it makes them appear more successful or sophisticated to others. The more expensive the art, or famous the artist, the more prestige the art will bring to the owner.
9. The Love of Art. Some buyers purchase art out of pure love for the artwork. It may not be expensive, or from a famous artist, but they feel they just must have that piece! This would be an emotional need of wanting.
10. Making a Statement. Finally, some art collectors purchase art because the piece makes a statement. The statement may make the viewer more socially acceptable or may make people feel uncomfortable.

### **So, what are the top reasons people don't buy art?**

6. Insecurity. People may be unsure of their tastes. They may be new to buying art and just unsure how the piece would fit into their surroundings or how their friends would react to their purchase.
7. Assurance. They are not sure your art is worth the asking price.
8. Money. They cannot afford your art.
9. Confusion. They do not understand your pricing model.
10. Remorse. Sometimes customers anticipate remorse from a potential purchase.

### **Now, how can you reach these customers and get them to buy your art?**

6. Engage with your customer to learn about the space in which the art would be placed. Many times, using an app like Smartist can allow you to place your art in a room with colors similar to those in the customer's house, thus showing the customer has nicely the piece would look in a room setting. If selling your work online, having a website feature which allows the customer to upload a picture of their room and place the art in the room can do wonders to alleviate customer's insecurity.
7. If your customer is not sure your art is worth the asking price, do not be afraid to present your artist bio to highlight your experience and awards. Compare prices of your pieces with other artists prices. Do not be shy in telling them about the awards your art has received, or where it has been published.

8. If your customer loves your art, but simply cannot afford it at this time, continue to engage to learn more about them. Do they own other art pieces, do they collect a specific artist's work, would this be the first piece in their collection, what drew them to the piece they love, etc. Keep the door open to make them comfortable to come back to you when they can afford a piece of your work.
9. If you have the confused buyer who does not understand your pricing model, spend time to explain how you price your work to show you price consistently based on your experience and sales history. Make sure you are consistent in your pricing model, so they are not confused when one piece is priced 25% more than a larger piece you have on display.
10. Buyer's remorse is a tricky situation to overcome unless you are willing to offer a return policy. A 30-to-90-day return policy. If you are not in a position to offer a return policy, you might offer the ability to return the piece in an exchange for a more expensive painting.

In a nutshell, the way to sell more is to engage more with your customer! Learn about their art preferences, art insecurities and their homes. The more confidence the customer has in you and your credibility, the more likely s/he is to purchase from you.

*(Art Tidbits is a place where we can share art related tips or information. If you have something to share, please send it to [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com) so it can be included in our next issue.)*

## SAVE THE DATE

<b>FEBRUARY 21, 2023</b> <b>AGON Meeting</b>	AGON Monthly Meeting – Bring a Friend Event  Time: 1:00 – 3:00  Location: Lely
<b>MARCH 8, 2023</b> <b>DEADLINE TO</b> <b>SUBMIT WORK TO</b> <b>THE AGON SHOW AT</b> <b>COCO GALLERY</b> <b>NAPLES</b>	This is the last day to submit your work and pay the entry fee for inclusion into the AGON Show at COCO Gallery.  No late entries will be accepted.  The team will begin the jury process as of March 9, 2023. Decision of the jury is final.
<b>MARCH 21, 2023</b> <b>JURY DECISION FOR</b> <b>THE AGON SHOW AT</b> <b>COCO GALLERY</b> <b>NAPLES WILL BE</b> <b>COMMUNICATED</b>	The results of the jury process will be communicated to all members who submitted work to the COCO Gallery Show
<b>APRIL 3, 2023</b> <b>INTAKE DAY FOR</b> <b>THE AGON SHOW AT</b> <b>COCO GALLERY.</b>	All work must be delivered to COCO Gallery for inclusion in the show.
<b>APRIL 12, 2023</b> <b>5:00 – 7:00 PM</b> <b>RECEPTION AT</b> <b>COCO GALLERY</b>	All members who are exhibiting work in the COCO Gallery show are requested to attend the reception and bring an appetizer.  Our goal is to maximize visibility for our work at this event. In order to achieve this goal, JoAnne will be sending invitations to area Interior Designers inviting them to the event.

Do you have more dates that should be announced? If so, please forward them to [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com) so they can be added to the website and future newsletters!

## MEMBER RECOGNITION CORNER

### Ursula Cappelletti

Congratulations Ursula Cappelletti for being featured in the Florida Sun magazine.

I sure wish I read German, so I knew what the article said as this was a great honor.



### Vivianna Irizarri

Congratulations to Vivianna Irizarri on her one woman show with Scan Design Furniture.

Her art event will be held on February 11 and 12! There is a private showing on February 11, from 4 PM to 7 PM

At the show, she will be showing original art and Giclée's of seascapes, landscapes, botanicals, and portraits.

Let's show up and show our support for Vivianna at this event!

*Do you know of any of our members who have achieved a milestone either in their art career or personal life? If so, please pass the information along to [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com) so we can all celebrate the occasion with them!*

*If you have received an award or know of another of our members that have been recognized for their work, please send a message to [artguildofnaples@gmail.com](mailto:artguildofnaples@gmail.com) so we can honor the artist. We want to celebrate all of our artist's achievements!*

Contact Us

**Art Guild of Naples**

Telephone: 262-339--0382

Email: [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com)

Website: [www.ArtGuildofNaples.org](http://www.ArtGuildofNaples.org)