

HOT GIVEAWAY INSIDE! Pg 24

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View

ONE ON ONE WITH
HOMEGROWN
BACHELORETTE
JILLIAN HARRIS

**BARD ON THE
BEACH IS
BACK**

CITY LANDMARK
**THE HASTING
MILL STORE**

**HOTELS FOR
DOGS**

**BRYAN
ADAMS!**

A SINGLE'S GUIDE
TO **DATING BLIND**

A PROUD CANADIAN

SEEN
IN VANCOUVER
ZACH EFRON
DON RICKLES
JAY LENO

THIS SEASON'S
MUST HAVES
ON A BUDGET

PLANNING TO
LOSE WEIGHT
CHECK THIS OUT!

POOL PARTY-
GUIDE TO
VANCOUVER'S
OUTDOOR POOLS

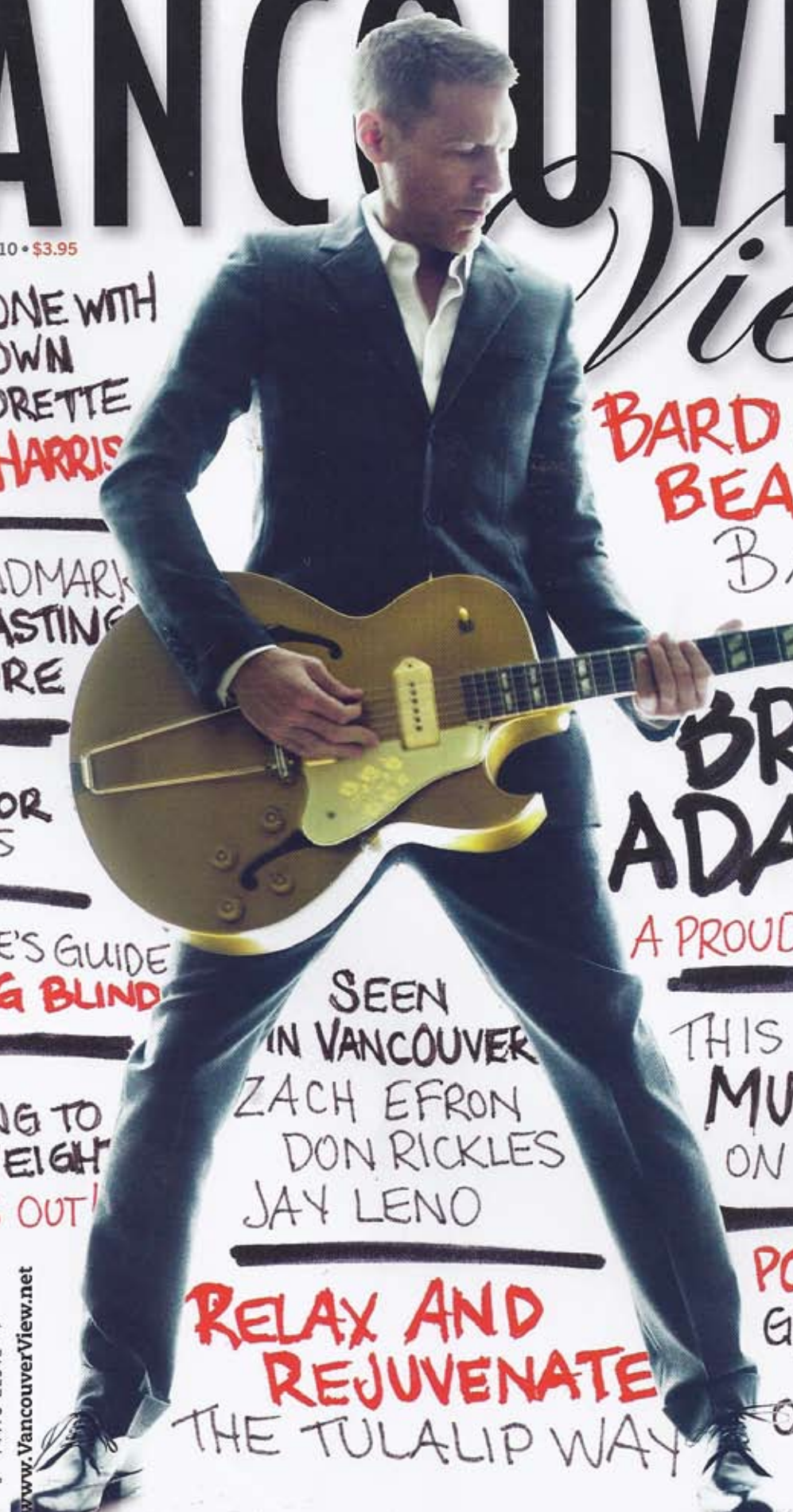
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ART RENTALS: AN AFFORDABLE ALTERNATIVE TO MASS-PRODUCED ART

| BY REISA POLLARD • PHOTOS BY RANDAL KURT PHOTOGRAPHY |



WHETHER IT IS FOR a home or office, artwork can be one of the most dramatic ways to transform a space. Although mass-produced pieces of art are affordable, they often fail to create the same sense of drama, interest, and conversation that unique pieces of art can create. Even worse, you might end up with the same artwork found in your building's lobby or in the homes of your friends.

People tend to purchase mass-produced pieces of art because they believe unique paintings would be too expensive. Yet there is an alternative option that many are simply unaware of—art rentals. With art rentals, fees are determined by the value of the work, which means rentals come in a wide range of prices. Monthly rental fees can range anywhere from ten to a couple hundred dollars, and will also depend on the duration of the rental. Most rentals require a minimum of one month and can be extended for up to one year if desired. In a corporate setting, rental fees are considered a tax-deductible business expense.

When it comes to art rentals, options are

endless. Depending on the vendor, the selection can feature local and international artists and might include original oils, watercolours, photography, mixed media and sculpture. Beyond their unique appeal, there are several other advantages to art rentals. For example, for short-term events or parties, art rentals are a great way of adding a dramatic look to your home.

Art rentals are also a great way to “test drive” artwork without fully committing to the piece. It can be difficult to imagine what something will actually look like in your home, but putting the piece up on your wall for a month or two will not only give you an idea of its compatibility with your home, but a sense of the finer details. For example, will your home's lighting make the work appear different than its show-

room setting did? Moreover, whenever you get tired of one piece, you can revitalize the look of the room with a new rental, and if you eventually decide to purchase a rented artwork, many vendors will allow you to deduct a portion of the rental fees towards your purchase.

Art can be rented by members from galleries such as the Vancouver Art Gallery (VAG) or by the public from a number of staging companies. Beyond the VAG, many local galleries offer art rentals as well. For example, Revival Art, located in the International Village at Tinseltown, rents both originals and reproductions of famous works from masters like Van Gogh.

Just like a borrowed book from a library, rented art should be returned in the condition you found it. Renters usually have to assume any costs associated with damages during the rental period. Some home insurance policies will cover rented art in case of loss or damage, but make sure to check with your insurance agent.

Rented art is a great way to introduce drama and conversation into a space over the short or long term without the hefty price-tag of original art pieces or high-quality reproductions. Most importantly, however, you will no longer risk finding the artistic centrepiece of your living room also hanging in your apartment lobby or in your friend's rec room! So, step into your local gallery or art dealer and discover some of the virtually endless art rental options available. 