

13 Reasons for Fine Art Photography in Your Home or Business

Emotional Considerations

Connection: Photography is one of the most accessible and appealing art forms across a broad range of tastes.

Transporting: Photography emotionally transports the viewer to a memorable place or moment in time, providing an experience often unavailable in daily life.

Sense of Place: Photography can be a constant reminder of views you have experienced.

Real Time History: Photographs capture memorable slices of time, freezing a scene to be appreciated over and over.

Immediacy: A photograph can speak to your direct experience with a scene, without the filter of interpretation inherent to other media.

Reality: While a photograph is crafted by the photographer, at its core it is a literal interpretation of the scene. This sense of “the possible” is tangible to the viewer.

Unique Perspective: One quality that distinguishes fine art photography is that the viewer shares an experience with the artist, both in the moment of capture and the unique composition of the scene.

Democratic Experience: Because a photograph represents tangible reality, it puts the viewer on a more equal footing with the artist; we can share or disagree with the photographer’s message based on our own reaction to the reality represented.

Décor Considerations

Ease of Fit: Black and white photography coordinates with nearly any décor, especially on colored walls. Color photography may be selected to coordinate with décor.

Broad Options: Variables such as color palette, tonality, size, shape, subject, composition, and overall feel offer many choices. Enhancing the images through choice of matting and frame – then grouping and massing in presentation – furthers design objectives.

Integration: Photography is the perfect complement to other art, including paintings, sculpture, and furnishings.

Value Considerations

Cost: Photography is often the value choice when compared to wall art in other media. It offers opportunities to create impact through both imagery and size. And photography is an art form within reach of every consumer.

Investment: Art should always be purchased for the esthetic and emotional value it offers the purchaser. That said, photographs can offer investment value equal to most other art forms.