



Art buying: an extension of marriage

Boomers like to have fun, baby boomers that is. As the aging baby boomers make more life choices, they opt for ones that provide them with an experience rather than just a product or service, according to the AARP, an organization in the US designed to help those aged 50 plus.

Vancouver resident Bob Laurie is a 60 year old real estate consultant for CB Richard Ellis. When Bob and his wife of 32 years Sandra had the case of the 'empty nest syndrome', they were faced with the decision to either downsize their place of residence or redecorate their existing home to fit that of the needs and wants of their new lifestyle.

Bob and Sandra decided to redecorate their rooms and used a strategy that is becoming more and more popular. Rather than choosing the colours of the walls and furniture and then trying to find art pieces to match the décor, they decided to let the interior design elements revolve around the art pieces they chose for each room.

"More people are realizing that art is no longer a luxury and rather an essential part of decorating their homes, so they now start with that and work their way inward," says Elliot Nitkin, consultant at Yaletown's Art Works Gallery.

Bob not only views this as an opportunity to liven up their home décor, but also describes this new project as an "extension of his marriage". He and his wife put aside an afternoon to make a visit to the gallery. He says the experience allowed them to revisit some areas of the marriage that haven't been visited in some time. It also helped him learn more about his wife's tastes, as they both explored their likes and dislikes in the art they observed. By the end of the afternoon, they had successfully chosen a 60" x 70" Margaret Devenyi piece for their bedroom.

"By the end of it all, my wife and I had so much fun, we extended our date to an evening of dinner and wine," Bob admitted.

They had such an enjoyable experience at Art Works Gallery, they have since then decided to purchase more art.

“The difference between Art Works and other galleries in the city is in their approach. The people there are approachable and non-judgmental. You feel welcome and don’t feel like you’re being judged by your taste in art,” says Bob.

Art Works Gallery 225 Smithe St. Vancouver, BC V6B 4X7
604.688.3301 1.800.663.0341
www.artworksbc.com