

Art at work

A positive choice for business identity as well as the workplace.

There are many of us attracted to the idea of owning art. It represents a way of engaging with different ways of looking at the world as well as the purely aesthetic pleasure it brings. Purchasing art is a confident form of self-expression as an art collection reflects the interests and values of the owner and the same concept can most definitely be applied to the art purchased for a company.

Sarah Wiseman Gallery offers an art consultancy service to private individuals as well as public and corporate clients. With considerable experience of the contemporary art world, we have the expertise and creativity to rise to the challenges of a great variety of projects. Representing a diverse group of around 40 artists and being in possession of an enviable contact list of talented artists from all over the UK, we are in a position to guide you to the ideal artwork for your space.

An art collection represents an enhancement of business identity in several ways. Expertly and carefully chosen artworks displayed in the workspace conveys a memorable message to the wider world on the positioning of the company- one of a clear corporate culture, forward-thinking and involved. Moreover, you may be surprised at how very specific artworks can be in reflecting the brand values of a business. Says gallery director Sarah Wiseman: "For a company specialising in engineering or research for example, we would seriously consider the work of Steven MacIver. His work is highly sophisticated and technically precise, exploring the power of the line in painting and the space it creates within the two-dimensional plane. A company wishing to place focus on a historically important local connection would perhaps be interested in the landscape paintings of Oxfordshire by Peter Kettle. Stylistically contemporary and striking yet classical in composition and form, the works evoke perfectly what makes Oxford unique"

Art in the workplace is not only an important asset in terms of the value it adds to your business profile. As reported in the Guardian*, recent research shows that an inspiring working environment, reflecting creativity and individuality, also boosts staff productivity and wellbeing. The traditional thought is that a bland, impersonal work environment devoid of possible distractions encourages employees to get on with their work. However, studies in the psychology of working environments* have shown that a workspace enriched with art has a positive influence on work rate, lowers stress and the number of sick-days.

Furthermore, the more involved people are in enriching their working environment, the greater the benefits. Through the process of making their workspace more personal, staff are able to realise a part of themselves in that space. We spend the majority of our lives at work and art is an invaluable tool to create an environment for happier employees. At a time when people often seek the opportunity to



Christopher Farrell 'Reaper' Acrylic on Linen, 98cm x 123cm



Christopher Farrell 'St Pauls from the Tate' Oil on Linen, 101cm x 132cm

Purchasing art for your business has many advantages. It communicates a sophisticated engagement with the wider world and, chosen with consideration and a discerning eye, enhances your business identity, making a visual statement of the brand values your company represent. Studies show that art in the workplace also brings numerous benefits for employees, including increased productivity and wellbeing.

Written by: Johanna Gullberg - Sarah Wiseman Gallery



Peter Kettle 'Port Meadow III' Mixed media on canvas, 120cm x 160cm



Steven MacIver 'Brodgar (Phthalo, Violet & Black) on Gold' Oil, Gold Leaf & Gloss on Canvas, 100cm x 80cm

work from home, it is only natural that some companies look for ways to encourage staff to stay in the office.

Sarah Wiseman Gallery recently completed a project for a private clinic in London where we placed a large collection of gallery artist Christopher Farrell's luminous cityscapes. It is a perfect example of how art adds value to a business in a variety of ways. The paintings are bold and bright, resolutely contemporary in style which reinforces the company's position at the forefront of science, offering the absolute latest in their specialty of healthcare. Additionally, the urban composition mirrors the location of the clinic in the midst of a bustling London neighbourhood. Also, as Sarah Wiseman points out, "in our role as art consultants, we took the newly refurbished workspace into consideration when making our suggestions. It was important that the form and colour of the artworks complemented and enhanced the architecture and décor, reinforcing their brand identity from an aesthetic point of

view. We were very pleased to involve the staff of the clinic who all had a say in which paintings they preferred and where to place them." Another aspect of our brief was to provide a neutral talking point for visitors to the clinic. The ever changing London skyline of Christopher Farrell's paintings is a fascinating subject and present an engaging focal point in a waiting room for example.

Whether you are seeking to establish an art collection for your business or simply looking for a small number of artworks to brighten up the office, Sarah Wiseman Gallery will listen closely to your requirements and present carefully considered suggestions. Art is a valuable asset and we will work collaboratively with you to source the most appropriate and inspiring artwork to suit your needs.

*Kirstie Brewer, "Art works: how art in the office boosts staff productivity"

*Research by Dr Craig Knight, University of Exeter, director Identity Realisation research.

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