

of the Professional Art Dealers Association of Canada (PADAC). “Consultants know the market, know what’s available, and know where to look. It’s extremely time consuming to search, and since consultants are searching all the time, we usually have that information at our fingertips.” According to Grunwald, a consultant’s first task is often to help the client determine their needs and desires. “A hotel manager first has to decide whether they want to decorate with art or collect works for display. I encourage my clients to afford the art the respect it deserves, because it makes a positive statement to their clientele. It says ‘We are responsible corporate citizens who care about our culture and community, therefore we care about our clients.’ This can easily be achieved with quality art that need not cost a fortune.”

Andy Sylvester, owner of Vancouver’s Equinox Gallery, represents many B.C. artists and has placed several works in hotels. “One of the first things a hotelier should determine is whether they want a recognition factor, whether an artist or a particular work is known in the region,” says Sylvester. “It makes sense from a business perspective. For a traveller, art is a good cultural indicator of the city or region, in the same way that cuisine often is. Art can provide a reference to what is available in the community.” That’s one reason Vancouver-based CHIP Hospitality uses the services of Calgary’s Gallery Direct Ltd. for several of its Western Canadian properties. The company commissions indigenous artists to produce original artwork specifically showcasing the city or



*"Voyage of Discovery" at the Waterfront Centre Hotel in Vancouver*

region in which the hotel is situated. “This produces a custom presentation for the hotel to offer its guests,” says George Petersen, head of Marketing and Business Development for Gallery Direct. “Everyone is trying to move their properties up a rung, and art is certainly one way to raise the bar,” he says, adding that many hotels also feature in-room information about the work and the artist. Because Gallery Direct negotiates artist copyright or royalty, the company can offer clients the option of purchasing signed, limited-edition prints or open-edition prints ready to hang, giving