

## Janet Van Arsdale, The Art Collector: *Making Wall Art New in the Hospitality Industry*

One of the great challenges for designers and hotel operators is to bring a new look to the art displayed in guestrooms and public areas. Janet Van Arsdale - art dealer, artist, photographer and president of The Art Collector, along with her staff, offer new solutions to this challenge of providing fresh art programs. Janet has three secrets that have helped clients use her current library of unique and distinctive images.

### Secret 1: Provide Inspiring Shots

Janet has travelled the globe to more than 300 cities in 35 countries to capture over 200,000 digital photographs in raw format. "This means that if a designer wants a fresh, creative collage of Washington D.C. images, for example, we can easily change, crop, or adjust colors to give designers the exact custom look they want."

"Few cities in the world are more photographed than Washington D.C. We always start with getting the best photographs at different times of the day and in different seasons."



### Secret 2: Understand the Client's Needs

Janet's primary objective is to look for solutions that will concur with the designer's art concept. "We always ask very specific questions with regards to the design of the room and public space areas. This way we can give designers what they really want for art, not what we think they should want."

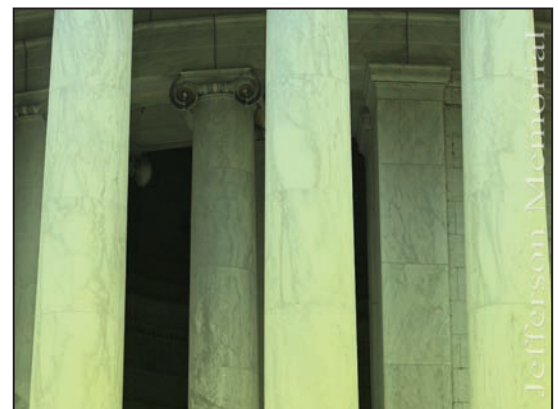
Janet and The Art Collector staff ask the client questions prior to the selection of images. Some of the questions may include: If regional images are being considered, would landscapes or architectural details or florals be preferred? In abstracts, should the elements to be recognizable, or totally abstract? Should the artwork color coordinate with the room interior? Choices for color include sepia tones, black and white, or full color. What type of medium is wanted for the finished print? Finally, images can be any size: horizontal or vertical and shipped either framed or unframed.

### Secret 3: Utilize In-House Technology

When the designer at the Bethesda Marriott Suites wanted a piece that embodied "unity" for the renovation of the hotel, Janet utilized every aspect of her company's technology. She shoots with a Mamiya medium format camera with a 22 megapixel digital back. Her staff works in several software programs to create unique images. Because The Art Collector uses their in-house printers to make state-of-the-art prints on mediums such as matte paper, watercolor paper and canvas, a quick turnaround is standard. Metal and Plexiglas are also available.

While posters have long been the staple for room art, they go out of print and fade quickly. However, Janet uses technology to produce original giclees, that don't fade or go out of print, and are competitively priced in volume.

Most important for hotel projects, Janet can apply her three secrets to turn her photography into new art that is customized to each property...above and beyond the client's expectations.



Washington D.C. Unity Collage - 120" h x 48" w

The Art Collector is a GSA-approved, woman-owned business located at 4151 Taylor St., San Diego, CA 92110 (800) 987-4151

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