

# Why Purchase Fine Art from **Polo Red Gallery**?

**Exclusivity** – the artworks are original pieces by the artists and, in most cases, (excepting printmaking) are the one and only piece on Earth.

**Investment** – Value in art is made from a number of things: the reputation of the artist, the work itself and its provenance (that is, its history).

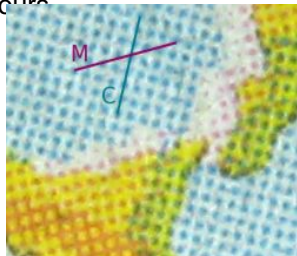
Since Polo Red generally deals as a “primary seller”, that is, directly from the artist, provenance is easily established.

There is an investment concept known as “getting in on the ground floor”. For instance, Lucian Freud’s paintings sold in Sydney for \$500 in the 1980s and are now in demand at \$100,000.

**Richness** – a print cannot reproduce the richness of colour in an artwork.

Printing works by applying ink to some areas of a page and leaving the rest ink free. In order to print a picture in which the tones are varied, a process called halftone screening is used. The picture is approximated by a series of tiny dots invisible to human eye, which create the illusion of a continuous picture.

Coloured prints are done by layering these dots in different colours.



These tiny dots are a fraction of the thickness of a human hair, containing some molecules of pigment.

By contrast, an original oil painting may have a few millimetres of paint applied continuously. This means that such a painting has potentially **a million times more pigment** than a print.

**Texture** – The surface of a print is flat and texture can only be alluded to by attempts to show shading. However, an artwork is able to display the full textural effects of the medium used. For example, a painting can show the luscious licks of buttery oil.

**Longevity** – UV damage causes a lot of common damage to images. Artworks, with their masses of pigment, are better able to withstand such attack. Potted and sculpted pieces exist from the dawn of time. Works on canvas from the late 1400s.

Correctly mounted and/or framed work can have a very long life, which is important for aesthetics and for investment.

## Polo Red Gallery Fine Art

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