

A VISUAL GUIDE TO INCORPORATING ART INTO YOUR HOME



I've said it before, and I'll say it a thousand more times: without a doubt, one of the **biggest impact items** in a space is art. Artwork can set the palette for your room, it can pull everything together, and it can make an otherwise plain space much more vibrant and fun.

Whether you've just moved into a new home, you're staging to sell, styling a room, starting from scratch, re-decorating, or putting the finishing touches on your studio apartment or your 5,000 square foot home, finding unique artwork - and installing it properly - should be a priority, which is why I'm here to help!

Artwork is one element that you can have fun with, you can ignore the rules, you can add color and fun to an otherwise neutral space, you can play with maximalism, create a gallery wall or experiment with an oversized piece. The options are literally endless. **BUT there are some considerations (NOT rules) that you should think about before you begin, so away we go!**

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CONSIDERATION #1

SIZE & SCALE

When placing art on an empty wall, the piece should take up a significant amount of wall space - think **60-75% of the empty wall**. Otherwise, you will be left with a piece of art that appears shrunken or miniature in relation to the room.

One way to determine the size of your art is to use your furniture as a reference point. So let's start with a room that already has a sofa (see below).



The sofa is 74 inches long, so we want to be sure the width of the art is about **60-75%** of that length. This piece of art is 48 in. long, which is about 65% of the length of the sofa - perfect!

In the room above, **you could probably go slightly smaller than 48 inches** in length since the sofa is flanked by a plant and a lamp, but there is always the option to go slightly larger, but you don't want the art competing, so I would remove either the lamp or the plant if you decide to go larger.

Be sure to hang the art no more than **6-12 inches** above the top of your sofa (or chairs, or whatever furniture you have). More or less than that will appear awkward. Generally, you want the center of the piece at eye level (**around 57-60 inches from the floor**).

CONSIDERATION #1 SIZE & SCALE (CONTINUED)

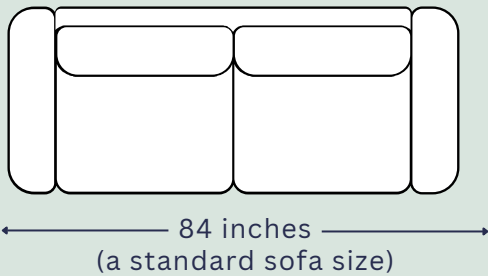
WALL ART SIZE GUIDE

Living/Family Room Art

Step 1: Measure your sofa

Step 2: Multiply by .6 and also by .75

**That will give you a range for the size of art to hang above the sofa.*



$$84 \times .6 = 50.4$$
$$84 \times .75 = 63$$

**So for an 84 in. sofa, choose a piece of art between 50 - 63 inches in length.*

Bedroom Art

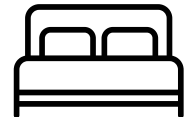
Stick with the 60-75% "rule" to find a range for art above your bed. I've done the math for you based on standard bed sizes.

22-30"



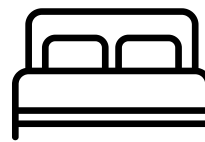
Twin bed

30-41"



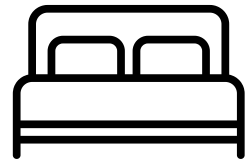
Full bed

34-45"



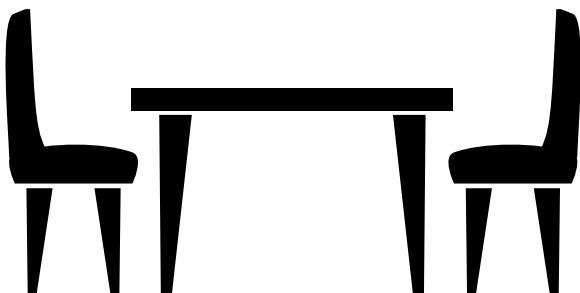
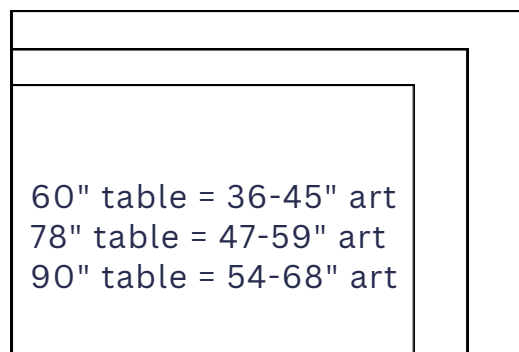
Queen bed

43-57"



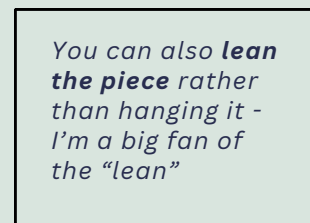
King bed

Dining Table Art

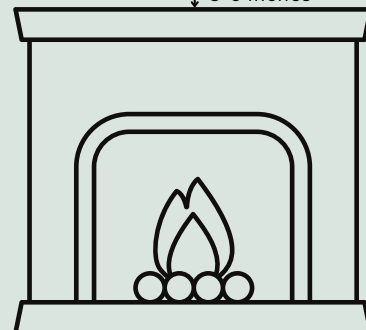


Art Above a Fireplace

Aim for a width between the size of the fireplace opening and the end of the mantel, 3-6" above the mantel.



↑ 3-6 inches



CONSIDERATION #2 GROUPING & SPACING

If you are considering a gallery wall, or just a grouping of two or more pieces of artwork, one of the first things you need to decide on is how you are going to group and space your art. Remember, I'm not trying to make rules here; just giving you some things to think about.



In this gallery wall (left), my client used smaller pieces to fill the wall next to the kitchen table, which gives a more casual look. The spacing is not precise, and the art is varied in style, but the colors of blue and pink are prominent overall. **A gallery wall like this is a good option when you have a larger wall to fill but don't want to hang just one large piece.**

This (right) is a slightly different take on a gallery wall, since there is a large window separating the art. In this situation, whether you have a window or not, **you will want to be very precise with your spacing.** Since all the pieces are the same size and style, it makes sense that they are lined up and spaced perfectly. Grab a laser level for this task!



KEY TAKEAWAYS: Mix & match different art styles, colors, sizes and frames for a whimsical gallery wall, or be more precise, traditional and uniform with a grouping of art.

CONSIDERATION #3

COLOR

This is THE. BEST. PART. If you have nothing else in your home that is a true conversation starter, let it be the art!

So you have two scenarios:

- 1) You have a completely blank canvas and you want to choose a piece you love to set the theme and palette for your space, or
- 2) Your space is already designed and decorated, and you're looking for that final piece to pull everything together.

With either scenario, you have THREE questions to consider:

1. **What colors do you have/plan to have elsewhere in your home?** You want to have some kind of consistency throughout - not necessarily the SAME color(s), but a thread of something similar from room to room (maybe you carry shades of blue from room to room, or perhaps each room is a different **bold** color, or you have a hint of pink throughout... you get the idea).
2. **What color are the walls?** Make sure your art doesn't get lost on the wall. That doesn't necessarily mean you need to do dark on light and vice versa; just make it strategic.
3. **What kind of look are you aiming for?** Subtle art with bold walls, maximalist art, totally eclectic, photography, etc? This may help narrow down your choices.

Here are some of my favorite looks and ideas to get you thinking:



I like a landscape painting or photograph on a light wall, especially if the room is neutral. Pull greens from the photo with plants in the room.



I love how this dark blue-gray wall pulls the color from the woman's bathing suit in [this print](#).

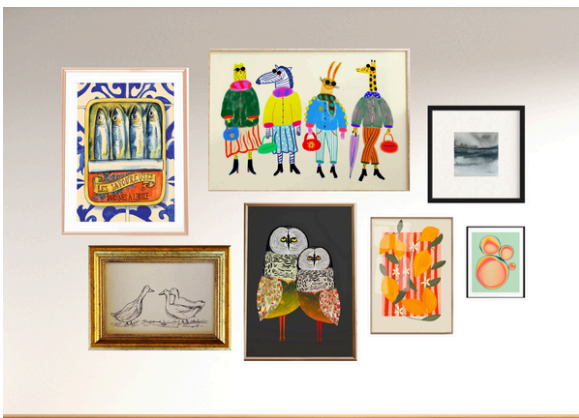
CONSIDERATION #3 COLOR (CONTINUED)



The contrast of this dark framed [oyster print](#) looks super cool paired with [this wallpaper](#).



Pair an unexpected wall color with a funky photograph [like this one](#).



A fun [gallery wall](#) on a white wall, multi-color with pops of orange and dark gray.



Pair two (or more) funky prints like [this](#) or [this](#) with a [bold wallpaper](#) for extra interest.



High contrast with a [large, bright canvas](#) on a dark wall.



[A black & white gallery wall](#) in a neutral room (and yes, this does break the 60-75% "rule," but it works in this case!

CONSIDERATION #4 LIGHTING & FRAMING

Effective lighting is crucial when showcasing art in your home for a several reasons:

- Lighting can force a simple piece to become a **captivating focal point** in a room
- The proper lighting not only illuminates the artwork but also **enhances its colors and details**
- **Warm lighting** can create a cozy ambiance on the piece and allows that warmth to reflect into the room
- **Bright, cool lights** offer more of a contemporary, gallery feel
- **Directional or picture lights** can emphasize specific features of a piece, such as texture or brushwork



pooky.com



rejuvenation.com



etsy.com

Feel free to play around with different **framing and mounting** options when installing your art:

- Contrast the frame type & the art (like a modern print with an antique-looking frame)
- Use different matboard sizes & colors and consider layering
- Opt for framed or unframed canvases
- Play around with floating frames
- Lean your art on a table or ledge rather than hanging
- Make sure there is no glare if you choose a glass frame

KEY TAKEAWAYS & FINAL THOUGHTS



The number one rule when incorporating art into your home is: just choose what you love and don't take it too seriously. So here are my closing thoughts:

- Remember, there are no “rules,” only considerations
- Definitely don't ignore the scale of your space and the size of your art when choosing a piece; the goal is to appreciate the art so, you want to make sure it is visible and prominent
- For gallery walls, mix & match different art styles, colors, sizes and frames for a whimsical gallery wall, or be more precise, traditional and uniform with a grouping of art.
- Have fun with color and don't be afraid to pair bold art with a bold color wall or wallpaper, or make unusual pairings.
- There is no need to stick to any one style art in your home
- Think about the lighting options for your artwork: warm or cool, direct light or sconces, etc.
- Frame, don't frame, lean, layer, change it up

No matter what, just have fun!

Stacy