

BOOST YOUR BOTTOM LINE WITH QUALITY ART IN THE WORKPLACE

Have you ever found yourself in a place of business where the space was dingy, the furniture shabby, and the “art” displayed was, well, horrible? Art on your office walls is more than mere decoration. It can actually accomplish a worthwhile purpose in your workplace.

Let’s talk first about customers and clients who come to your office.

The right art can do major lifting when it comes to your branding. Your brand is expressed through many different channels, including the atmosphere in your office, the name of your product, packaging, and even how your employees dress. Branding can also be bolstered through the art displayed in the workplace.

For example, if your company’s product promises clients peace of mind, then the art you display should convey the same throughout. If, on the other hand, your product is the latest and greatest technology, then your displayed art should reflect innovation, speed, and a sense of the future.

Art can reflect your company’s values, its reason for existing in the first place. Perhaps your company provides health foods, and art that shows vibrant, healthy people the world over eating and smiling furthers that idea. A law office that specializes in family law could have art that expresses happy families, showing clients the firm’s ultimate purpose.

The right art in your office gives visual cues concerning the culture of your company. For example, if yours is an international business, art that depicts different ethnicities and customs could spark a greater global awareness in your customers.

Or maybe your company is headquartered in a city with well-known landmarks. Displaying art that features these landmarks reminds your

clients and visitors of the status of your location. (Think Golden Gate Bridge, the Arch in St. Louis, or Times Square in New York City.)

Don't forget the impact of color as well. Bright colors stimulate, and darker, pastel or muted colors are calming. You may want to stimulate appetites by combining yellow and red colors. Art using colors that compliment the furniture throughout the office helps create a unifying effect.

Art can and does function on an emotional level too. A hospital that displays quality art of restful scenes or even abstracts with soothing colors and shapes would have a calming effect on patients and visitors.

Likewise, a business that thrives on fast, innovative ideas and an energetic workforce would bolster that notion using art that furnishes the feeling of fast moving objects and energies, or abstracts that impact with sharp lines and dynamic movement.

Quality art displayed in the workplace is a subtle yet definitive statement about the quality of your company. Let quality art in the workplace be a subtle signal to your clients and customers that yours is a quality company with an excellent product.

ART BENEFITS EMPLOYEES TOO!

Art in the workplace has definite benefits for employees as well.

[Studies have shown](#) that art surrounding a company's employees can definitely influence their mindset. Art can be inspiring, and an inspired employee can generate more new ideas, leading to new promotional campaigns. New, vibrant and relevant campaigns can lead to more company growth.

Just looking at a work of art can unlock a person's creativeness. Employees who are feeling energized and creative will emanate these qualities to coworkers and customers alike. It can make the difference

between a lively, productive workforce and one that is slogging through the day with an eye on the clock.

There's no doubt that art can have a direct effect on the atmosphere in the workplace. Think of a painting of a couple holding hands by candlelight, or a photo of a beautiful woman in a silk robe looking out of a lace curtained window with a cup of tea in her hands. These images can enhance a certain restaurant's desire to appeal to those customers who want the experience of fine dining where the lighting is low and romantic. On the other hand, a funeral parlor would probably want peaceful, calming, or religious art to help customers who are experiencing grief.

Another aspect of art in the workplace is that it can function to define spaces. Used as focal points in spaces where employees and/or clients gather, it can act as a clue as to what should be happening there. For example, an area with refreshments such as coffee and tea or a lunchroom could be enhanced with art depicting delectable foods and beverages. Meeting rooms could have more business-oriented art in those spaces to help with setting the pace and atmosphere.

Keep in mind that if you are getting ready to build or renovate office space, at least plan for the possible placing of art in the future, even if you have no idea what form it will take right now. You can avoid costly mistakes later by thinking with the lighting being installed or the bracing that might be needed for heavy art works down the road.

Every company wants happy, on-purpose employees and clients who love being in their space. Do all of them a favor by boosting their morale and firing up their creativeness. Everyone wins with well-chosen, well-placed quality art in the office.