

LAKE SOCIETY MAGAZINE

THE CITY OF LAKES LIFESTYLE & DESIGN PUBLICATION

SPRING 2021



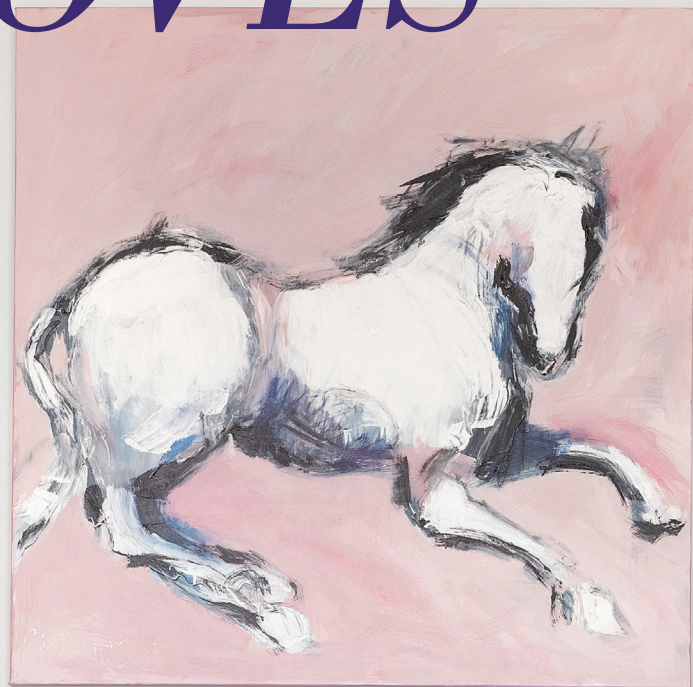
MINNEAPOLIS CITY LAKES



ART MOVES

The Art Girls assist their clients in their new home by purchasing new art and curating their existing collection.

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“Fun Fact: Great art can live anywhere – when it’s moved into a new or different space, it conjures up a new sense of excitement and joy.” – HOLLIE BLANCHARD, ART GIRLS MPLS

Each time Kelly and I meet with a new client there is so much excitement as we anticipate where the art journey will lead us. We feel honored to be invited into their home to discuss their needs, desires and wishes. We get a face-to-face glimpse to the heart of their aesthetics that allows for a quick “read” on the pulse of what they love.

When we met our clients, they had recently purchased a beautiful home on Christmas Lake. Each of them had children from previous relationships and they wanted this home to be a “blending” of their families, yet a haven for their new life together. We identified several locations for new pieces of art, but a key part of that first meeting was to hear stories behind the artwork they currently owned. They had several small pieces that were sentimental to each of them, so we decided to create a gallery wall. Elements in the gallery included a vintage map of Christmas Lake, gifts, thrift store finds, and artwork created by friends and family members.

We reframed the pieces in simple white frames, which allowed the art to be the focal point while achieving a cohesive vibe. A couple of different frame styles were chosen for interest, and we used an assortment of matting material and filets to add tone and texture to each piece. When the wall was complete, we had assembled a beautiful narration pinpointing nostalgic moments, and our plan is to have it keep growing with new pieces. A gallery wall can spark a fun conversation with guests; each piece can be appreciated individually and as the story of “us.” Reframing the art made it feel new and fresh; and is an excellent way to revitalize family treasures and heirlooms.

Our next task was to assist our clients in choosing new works of art for specific locations in their home. We created an online gallery of images to narrow down their choices. They both gravitated to work by Richard Merchán, one of the artists we represent. We brought pieces into their home, so they were able to experience and connect with the art viscerally. They chose “Vincent’s View,” an original painting of a vibrant iris field. Merchán’s inspiration came after visiting the Saint-Remy region in France where Vincent Van Gogh spent time in an asylum. Our clients originally chose the piece for a main living area, but we decided that we liked how it looked in the stairwell, where it’s in full view from the dining room.

The living room of this home is a spectacular room with views of the lake. Our clients wanted a large-scale piece that spoke to both of them; ultimately, they decided to commission a work from Richard Merchán. They met with him personally to brainstorm ideas. It was rewarding for our clients to bring together their own ideas and perspectives into a single piece. “Troteando” brings a touch of fun and whimsy to their collection.

At some point “Vincent’s View” may be moved to an amazing spot in their master suite. Fun Fact: Great art can live anywhere – when it’s moved into a new or different space, it conjures up a new sense of excitement and joy. Pieces can feel new and fresh; it’s almost like new life is breathed into them. It’s also a relatively inexpensive “makeover” for your home. Kelly and I can take a look at your collection with fresh eyes and make suggestions about placement, framing options, and the acquisition of new works. We are passionate about what we do and so grateful each time we embark on an “art journey” with a new client.

Hollie Blanchard owns Art Girls Mpls, an art concierge service, with sister-in-law Kelly Netishen. • artgirlsmpls.com



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