



INTERIORS

HOME IS WHERE THE ART IS

Just like finding the perfect piece of furniture, purchasing art for the home is no small undertaking. Whether you're looking to complement your existing collection, or adorn your bare walls from scratch, there's plenty of food for thought: colour scheme, for example – will your new favourite artwork clash, or contrast nicely with that bright pink sofa you've just purchased; scale – will a large painting overpower a room, or will a smaller canvas get lost in a bigger space; and period – how will that contemporary abstract piece fit in with your treasured family heirlooms? We asked gallery owner and interiors enthusiast **Elena Shchukina** for some expert tips



ELENA SHCHUKINA

Buying art for the home – where should we start?

I would always say you should buy something that you have an emotional response to. Purchasing art for investment purposes is often a great risk. If I love a piece, for me it doesn't matter whether it was a good investment or not.

Any tips on hanging paintings?

The size and dimensions of a work must relate to where

it is going to be hung – it should neither get lost in the room, or overpower the space. I do like to be able to try works in spaces before buying, although this is not always possible.

How does the home's architecture play its part in choosing which pieces go where?

Architectural features in the home are a great way to frame works. For instance, the space above the

fireplace is the perfect place for a work if you want it to catch one's eye.

How do you create interesting juxtapositions between your art collection and your furniture?

Works need to fit with the style of the home and show the owner's personality. If it's a contemporary space, I often think contemporary art works best. However, sometimes it's best to have a contrast between the two

to allow for the artworks and furniture, and their styles, to speak for themselves.

What comes first, art or furniture?

For me, certainly art first, although I do think, to an extent, furniture can be classed as art, too, which makes the line between the two blurry. For the home to work as a whole, there needs to be some continuum between the interior and the artworks.