



Dutch tape artist Max Zorn (on left) and George Vodin meet at an art exposition.

WHEN THE GERMAN GENERALS were fleeing after the Second World War, they weren't taking Deutschmarks, they were taking art, because they knew that it was a store house of value and that it would transcend boundaries and be appreciated by the people of any nation in the world.

Aside from its aesthetics, there is a reason why most wealthy people collect art. According to a recent study: "The human mind interpolates a picture 64,000 times faster than it decodes written words", so affluent people understand the importance of projecting a positive image, and they realize their art has a lot to say about their lifestyle and values.

Of course you should buy art because you love it, but it may not be a bad investment, either. We found an article from Barclays Bank and in it, it says: "New research from Barclays Capital suggests that fine art is the best-performing type of asset during periods of high economic growth and strong inflation". It goes on to say that over the last 100 years, art as an asset class has performed better than stocks or real estate.

Think about it: take a bill out of your wallet of any denomination, now hold it in front of you and tell me what you see; it's ink on paper, in other words, it's ART. It is art not only in the traditional sense, but also in the sense that government induces you to believe that it has real intrinsic value, even though they are printing and flooding billions more of it into the economy every month, which means over time, it is going to take more of those dollars to buy the same amount of goods, which causes inflation.

On the other hand, art is limited to a finite amount, it is coveted and adored by every age group from 4 to 94, it's gender neutral, it can be understood in any language, and appreciated by people of every ethnicity, religion, and race.

So, maybe it is not by chance that wealthy people collect art not only for its beauty, but also to project an image of who they are, where they have been, and where they are going. Of course, it doesn't hurt that it might be a good investment, as well.

This leads to the final and perhaps most important aspect of art décor, which is framing. We've all heard the term "frame of mind" or "properly framing the subject", with the point being that how the elements are presented can either enhance or diminish the value of the art.

For many, picture framing is perceived as being arduous and expensive, because the industry is made up of mostly small shops that farm out their work to a cadre of middlemen, each taking a profit and ratcheting up the price, so by

the time it reaches the consumer it has become very expensive. People don't like doing things that are difficult and painful (think taxes) which is why at Fancy Art, we eliminated the waste and inefficiencies, and created concepts and innovations that makes it fun and easy for our customers to create a personal masterpiece at a reasonable price, it's like "Build-a-Bear Workshop" for grownups, they love it and come back to repeat the experience again and again. To read what some of them have to say, visit <http://bit.ly/Peeplesay>.

The next time you are in town, please stop by and say hello. We'd love to show you our gallery. <http://bit.ly/ARTicul8>

George Vodin is the owner of Fancy Art, N.F.P. (Not Fancy Prices). The art gallery and framing shop in Barrington was opened in 1995. There is a second location in Lake Zurich's Village Square shopping center. Vodin developed a computer program that walks the customer through the framing process seamlessly, thereby reducing the stress and anxiety of making a buying decision; this program has served Fancy Art, N.F.P. and its clients well for the past 20-plus years. Fancy Art N.F.P. is in Barrington at 113 E. Main St. For more information, call 847-304-4045.