

Art Lending of Ottawa: a new chapter

by Leslie Firth

Art Lending of Ottawa, a local artists' cooperative created in 1970, is starting a new chapter in its story. Art Lending of Ottawa holds four one-day shows a year, in March, June, September and December. **Our next one-day show on March 16, 2024 will be in a new location, the Jim Durrell Community Centre on Walkley Road.** This is our third location in the fifty plus years we have been in operation, the most recent being the RA Centre on Riverside Drive, and before that the Unitarian Church in Westboro. Our new space is bigger and brighter, a perfect space for our artists to show off their recent works and for our visitors to enjoy a wider range of art styles, media and subject matter.

Who visits our Art Lending of Ottawa shows? Who rents and buys our art?

Artists and art lovers – Artists are always curious and always learning from each other. Art lovers love to browse and savour the experience of viewing local art. Art Lending of Ottawa art shows are free to everyone. Art lovers looking for some beauty, artists looking for ideas or inspi-



A salon wall from an earlier exhibit.

ration – all browsers are welcome!

Wall owners – Whether you rent or buy your space, at some point blank boring walls need your attention. Art Lending provides an affordable option that allows you to fill your space with original pieces that you love. The option to rent allows you the flexibility to try out an artwork for a three month period at very low cost. Re-rental is always an option and if you decide to purchase, all rental fees paid will go toward the purchase price.

Business owners – The ability to rent works of art is useful for businesses such as doctors' offices. Businesses particularly value the

ability to keep costs low by amortizing the cost over a long period of time and the ability to refresh the art on a regular basis. At the same time, they are supporting the community by supporting local artists.

Real estate agents – Home staging in preparation for a sale is a common practice in today's competitive real estate market. As any real estate agent can attest, sometimes it's the small details that matter. One piece of art could make all the difference in a prospective buyer's perception of the space. The ability to rent local art is a win-win for home staging. To assist in identifying high impact art, we have created a page on our

web site devoted to larger pieces.

The curious – Some of our visitors are just passing by and drop in to see what we're all about. That's great – we love to show off our art! Some of these people come back show after show and become some of our 'regulars'.

Art Lending would like to take this opportunity to thank our loyal 'regulars' and hope that they will follow us to our bigger, brighter space in our new location. To help us start off our new chapter, we're asking everyone to spread the word with colleagues, friends and relatives. **Mark your calendar – Art Lending Show, March 16th, 10 a.m. to 4 p.m. in our new location, the Ellwood Room, Jim Durrell Recreation Centre, 1265 Walkley Road.** Admission is free. Parking is free. We even have door prizes!

To see a list of our current artists and a sample of their works, visit our website at www.artlendingofottawa.ca. With our expanded space we will be able to welcome new artists this year. Established artist? Aspiring artist? Check out our website for details on the jurying process and how to apply.

Leslie Firth is an artist member and Board member of Art Lending.