

Sarasota Arts & LIVING



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GETTING MORE ARTFUL BY THE MONTH

By Karen Mamone

When her mother came to stay at her Lido Key condominium for three months each year, artist and gallery owner Katharine Butler used to loan her a piece of art from the gallery to enjoy during her visit.

“Each year she has a new artwork and a new look,” said Butler. “She wanted to buy a painting from the gallery, but I convinced her that it would be more fun for her and I think she agrees. This got me thinking that other people like my mother would enjoy this idea.”

So, the Katharine Butler Gallery recently launched its art rental program. In addition to the regular gallery space, a newly designated art rental gallery will exhibit works by gallery artists that can be reasonably rented for a three-month period, or up to one year.

The concept is geared to seasonal residents, affording them the opportunity to decorate their homes with fine art during the time that they are here; to art lovers who need to live with a piece before purchasing it; and to those people who may love a certain artwork but can't afford to buy it at the moment. The rental program also offers businesses, government agencies and professionals a way to enhance their public spaces and offices with a periodic change of artwork.

“I remembered back to my early married days in northern California,” Butler said, “there was wonderful gallery called the Marin Art and Garden Center which had a great choice of artwork for rent or purchase. I loved going there and did – frequently!



Howard Cowrick is included among the artists in the art rental program. “Barrier” is shown here.

My husband and I couldn't afford original art, but our apartment in San Francisco had so many fabulous pieces I rented. To this day, two of my favorite paintings are ones we eventually purchased from that rental program. It is a totally win/win arrangement.”

A bonus of the rental program is its rent-to-own feature. If a renter decides he or she wants own a particular piece, the rental fees are automatically applied to the purchase price.

Included in the rental gallery is work by Katharine Butler, Larry Forgard, Richard Hora, Marina Preston, Howard Cowrick, Ronn Mattia, Norine and David Zapata and others.

The gallery is open from 11 a.m. to 4 p.m. Tuesday to Saturday. For further information, call Gallery Director Rogene Patterson at 955-4546.