

talking point

The benefits of renting art

When it comes to corporate success, economist and interpreter Jacqueline Mitchell advocates mixing business with pleasure. Through her art rental business, Art Logic, she encourages workplaces to make art part of their wallpaper to "expand people's vision".

"I want to help create a world where people are peaceful and happy, for that to happen they need to be in touch with creativity," she says.

Hanging art in the workplace, she says, inspires and challenges people, and provokes discussion among colleagues about something other than work and the weather.

Jacqueline moved to Adelaide about four years ago, after spending 25 years overseas, living mostly in Europe.

She studied and taught economics at Munich University and was a conference interpreter, based in Brussels - she is fluent in German, French and English.

Attracted to Adelaide for its "lifestyle factors", Jacqueline was eager to take a break from her career; Art Logic seemed a good way to blend her personal love of art and her knowledge of the corporate world.

She admits it's been a "challenge for an academic to run a business".

"If you'd told me two years ago that I'd be running an art rental business, I'd have said 'no way'."



Gayle Buckby (left) of QED is renting a collection of art from Sina Grasman (centre) and Jacqueline Mitchell of Art Logic

Jacqueline has a portfolio spanning street artists, illustrators, abstract and figurative painters, as well as sculptors and photographers - they include Dean Howarth, Ann Newmarch, Zoe Freney, Leo Neuhofer (also ceramics) and KAB101, and sculptor John Woffinden.

Art Logic chooses a mix of work to suit each client; it installs the collection and changes it every four months.

Jacqueline believes renting art is a way for businesses to not only create a thought-provoking space but help support South Australian artists.

Art Logic can be contacted on 0432-924-305.

■ CATHERINE CLIFTON

www.artlogic.com.au