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The Art of CURATING

Nothing gives a room its soul like artwork. Cara Fox of The Fox Group discusses how she curates and displays art to create warm and dynamic spaces.

BY AUTUMN KRAUSE | PHOTOS COURTESY OF THE FOX GROUP

Art speaks to Cara Fox's heart—an inheritance from her artist mother. "I was raised and taught to see valuable worthwhile art and true talent," shares Cara, the owner of The Fox Group. Whether she is finding the perfect piece of art for a client's home or for her shop, The Fox Shop, it's a work of love and passion for Cara.

ART MARKET. When sourcing from anywhere, make sure it's a reputable gallery or source. Antique art is gaining so much popularity recently and it's been especially fun for Cara to go to Europe and curate it. "We are heading to Switzerland next week for this very purpose," she says.

| ABOVE, LEFT | HIGH CONTRAST. Some may naturally match their art to a room's color palette, but Cara never does. "Art is just so versatile that it can go anywhere," she says. "The thing that matters most is how happy it makes your heart to have it in that space."

| ABOVE, RIGHT | CHOICES, CHOICES. Cara herself curates every piece in The Fox Shop and loves featuring original artwork. "We add new pieces every month," she says. "There is always a new artwork to transport our customers into new worlds with a single glance." Cara is shown here with artist Patti Christensen (left).

| RIGHT | STATE OF ART. Hanging artwork at the right height is essential for a room's aesthetic flow. Cara says, "Avoid hanging art too high above eye level. Hung at the right height, art will move the eye around in a pleasing way."

A HEART FOR ART

When it comes to curating art for a client, Cara considers their feelings, interests and personality. First, she makes sure all selections have artistic value and high composition, applying the principles she learned from her mother. Then, she shows her clients different pieces, keeping a keen eye on their reaction.

"Every time I present an artwork to a client, I watch to see what their emotional response is," Cara says. "Any meaningful response that evokes love or memories is what I want for a client's home, especially since they will see the art every day." She firmly believes that art is personal and what someone loves doesn't mean everyone else or someone else will too—and that's why she works so hard to find the right pieces suited for her clients.



Project House Part 4

ART STORE

Art is one of the main reasons Cara and her husband opened The Fox Shop and it is their biggest selling category. The areas dedicated to art have the magical feeling of an art museum. "It's wonderful because we work with local artists and artists all over the world," Cara says. "We probably get about at least two inquiries from artists a week about putting their pieces in our shop." This means The Fox Shop has an extensive range of offerings. Landscapes and portraits as well as modern, abstract or classic pieces, all in a variety of mediums from oils to watercolors to even charcoal sketches fill the shop with their stunning images.

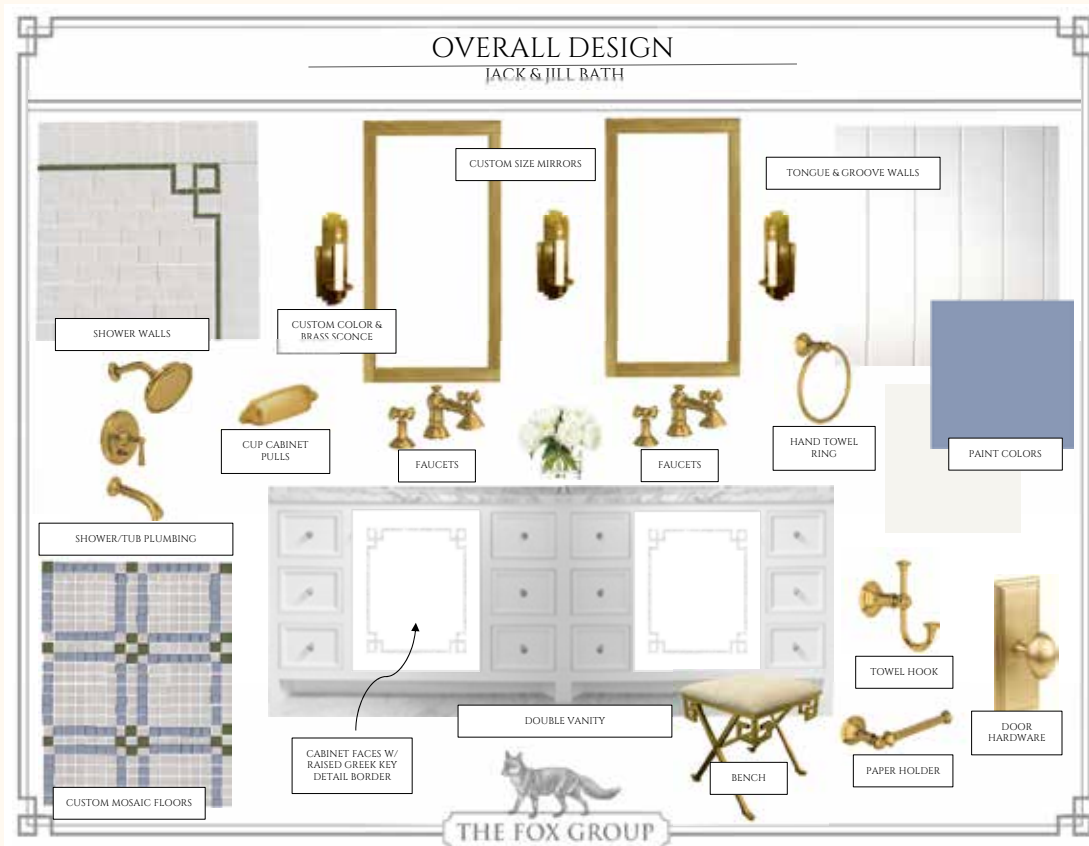
"Our selection process is based on the raw potential of an artist," Cara says. "I can usually tell within 30 seconds of looking at a portfolio whether we want to carry them. It's been amazing and a neat opportunity to meet such talented people in my own community and all around the world!"

FAMILY AFFAIR. Since Cara's mother was an oil painter, art has always been near and dear to Cara's heart, a way of connecting with her heritage while helping families express themselves in their homes. She sees the art offered in The Fox Shop as cherished heirlooms for future generations.



Progress in Utah

Despite one of the snowiest winters on record in Utah, our Project House is taking shape! Here, the design team shares their vision board for the Jack-n-Jill bathroom that will beautifully highlight pieces from our generous sponsors.



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Going Online. The Fox Shop has an online gallery of easily shoppable artwork, all photographed in frames for inspiration and helpfully categorized, from still life to seasonal to religious to local. "It helps customers find the right pieces that reflect them," Cara says.



Did you know that the term "giclee" is a fine-art print created by using a specialized high-resolution inkjet printer? It produces high-quality prints that last and often increase in value over time.

FRAMED!

In general, Cara loves a classic, thick gold frame for art, but she says certain pieces need black frames—or even no frames at all. "It all depends on the mood and vibe of the actual piece. I think a classic home should have all types of art: modern, abstract and classic," she says.

Art is in the eye of the beholder and when you find just the right art for your home, it truly becomes yours. **CB**



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