

THE CONTEMPORARY ART COLLECTOR'S GUIDE

Understanding Value, Pricing, and
Collecting in Contemporary Art

By Veru Narula

Contemporary Artist
Los Angeles, California

Why People Buy Art

People rarely buy art because they need it. They buy art because something moves them. They imagine the piece in their home. They imagine how it will feel to live with it. Only afterward do they use logic to understand and justify why the purchase makes sense.

This guide was created to help first-time collectors understand how value is created in the contemporary art world and why different works command different prices.



Understanding the Journey of Contemporary Artists

Emerging Artist	Mid-Career Artist	Blue-Chip Artist
Early exhibitions	Museums and national recognition	Global institutions
Local collectors	Established collector base	Auction market
Lower prices	Increasing demand	Secondary market dominance
Building reputation	Established reputation	Historical importance

Industry Benchmarks

Career Stage	Typical Limited-Edition Range	Typical Original Range
Emerging Artists	\$250–\$2,500	\$500–\$10,000
Established Mid-Career Artists	\$2,000–\$15,000	\$10,000–\$100,000+
Blue-Chip Artists	\$5,000–\$100,000+	\$100,000–\$100M+

Ocean of Abundance mixed media editions currently range from approximately \$3,000–\$6,000, placing them within the lower range of established mid-career contemporary artists.

Veru Narula: Leveling up as a Mid-Career Contemporary Artist

Artist Featured in Time Square



National Media Coverage of Moon Mission



Characteristics of an Established Mid-Career Contemporary Artist

Characteristic	Typical Mid-Career Artist	<u>Veru Narula</u> – where fits
Years of Practice	15–30 years	25+ years painting
Artistic Heritage	Often lifelong commitment	Third-generation oil painter
Exhibition History	National and international exhibitions	Smithsonian, Versace Mansion, Miami Art Basel
Institutional Recognition	Museums and organizations	NASA Moon Mission selection
Public Collaborations	Brands and institutions	SpaceX, United Nations, World Economic Forum
Collector Base	Growing private collector community	Private collections across multiple countries
Distinct Body of Work	Signature themes emerge	Ocean of Abundance series, Videos embedded canvas
Innovation	New techniques and mediums	Pigment + Pixels + AR integration
Career Momentum	Established with growing recognition	Transitioned from corporate executive to full-time artist
Typical Original Prices	\$10,000–\$100,000+	In alignment with established mid-career market
Typical Edition Prices	\$2,000–\$15,000	Ocean of Abundance mixed media editions: \$3,000–\$6,000

Primary Market vs Secondary Market

Primary Market

Purchasing directly from the artist or gallery.

Benefits include:

- ✓ Direct relationship with artist
- ✓ Provenance
- ✓ Earlier access to new work
- ✓ Lower pricing than later resale markets

Secondary Market

Auction houses such as Sotheby's, Christie's or Philips Auction House. These works generally come from:

- ✓ Estates
- ✓ Museums
- ✓ Family Offices
- ✓ Long-Term collectors

Original Paintings, Limited Editions & Mixed Media

Original Oil Paintings

- ✓ One-of-one.
- ✓ Highest rarity.
- ✓ Completely hand-painted
- ✓ Long term pigment retention

Limited Editions

- ✓ Archival reproductions.
- ✓ Accessible entry point for collectors.

Mixed Media Editions

Where Ocean of Abundance belongs

Combining:

- ✓ Fine art Atelier-ink techniques
- ✓ Hand-applied texture
- ✓ Artist intervention
- ✓ Mixed media enhancement
- ✓ Augmented Reality experiences

These works occupy the space between originals and traditional editions.

Why Ocean of Abundance Is Different

No two pieces feel the same. *Calm is the new luxury.*

Each piece includes:

- ✓ Limited edition
- ✓ Hand-applied mixed media texture
- ✓ Museum-quality materials
- ✓ Artist involvement
- ✓ Certificate of authenticity
- ✓ Augmented reality layer
- ✓ Direct provenance
- ✓ Relationship with the artist



Decorative Art vs Collectible Art

Decorative Art	Collectible Art
Mass produced	Limited editions
Anonymous artist	Known artist
No provenance	Certificate of authenticity
Replaceable	Rare
No relationship	Artist access
Decoration	Emotional + cultural value

Why Contemporary Art Is Priced This Way

Value is influenced by:

- ✓ Rarity
- ✓ Artist recognition
- ✓ Career accomplishments
- ✓ Time invested
- ✓ Innovation
- ✓ Materials
- ✓ Demand
- ✓ Provenance
- ✓ Collector relationships

Pricing reflects much more than canvas and paint.

Mission Statement

“I paint to explore the power of hands, the shadows of the ego, and the beauty of the mind, in order reveal the light of a universal soul.”

– Veru Narula

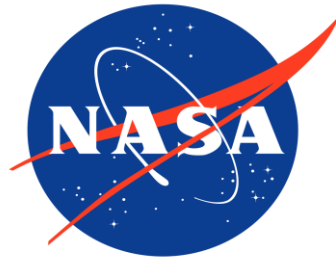


A Snapshot of Accomplishments

About Veru Narula | Contemporary Artist | Los Angeles, California

Third-generation oil painter. 25+ years of painting experience.

Selected by NASA to send artwork to the Moon on SpaceX Rocket.
Exhibited internationally and represented in private collections.
Exploring the relationship between *Pigment, Pixels, and Perception*.



Rubin Museum
of Art



Queens
Museum of Art



NOYES
MUSEUM OF ART

Frequently Asked Questions

Is art an investment?

Art should first be collected because it brings joy and meaning. Long-term appreciation is possible but never guaranteed.

Why do prices increase?

As artists gain recognition, demand often grows while supply remains limited.

How do I know if a piece is right?

If you continue thinking about it after you've left the room, that's usually a sign.

Typical Price Ranges

Limited Editions

\$1,800 – \$3,600

Mixed Media Editions

\$3,000 – \$6,000

Original Oil Paintings

Available Upon Request

Private Commissions

Available Upon Request

Is This Piece Right For You?

I'd be happy to help.

Together we can:

- Discuss sizing
- Show the piece in your space
- Review Framing
- Review availability
- Answer questions
- Explore commissions

Schedule a Studio Zoom:

Calendar: <https://calendly.com/veru-narula/>

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Contact Information

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