



Ishaa Art Emporium

The Finance Leader's Guide to Buying Art for Office & Home



THE FINANCE LEADER'S GUIDE TO BUYING ART

For Office & Home: Archival Standards, Framing Mistakes, and Documentation

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Limited Edition of 50 | Giclée on Archival Canvas & Paper | COA | Handmade
Wooden Frames

This guide is for the finance leaders setting up homes, boardrooms, and client gifting. Not art advice. Documentation and buying practice from a CA's second innings.

Disclaimer: This is not tax or investment advice. Consult your tax advisor. All art details refer to practices at Ishaa Art Emporium

ARCHIVAL VS DECORATIVE - 30 SECOND TEST

Most offices buy posters thinking they bought art. Here's how I check now.

Check	Poster/Decorative	Fine Art Archival (What we do at Ishaa Art Emporium)
Original Art	Does not mention 'Original Art'. Does not mention Artist Name Does not mention 'Place where photograph was taken', in case of photographic Art.	Names the Art as 'Original Art' Names the Artist: For example - Ashutosh Mahajan Names the Place: For example - Photographed at Bharatpur Bird Sanctuary.
Paper Name	Says 'Premium Canvas' and 'Premium Paper', No Brand.	Names Canvas: Archival Canvas Names Brand: For example - Canson Museum Pro 385 GSM Names Paper: Archival Paper Names Brand: For Example - Canson Edition Etching 310 GSM Mentions Giclée Printing.
Feel	Canvas - Not Acid Free, Not Fully Cotton, Shiny Paper: Shiny, Plastic, Thin	Matte, Cotton, 100% Cotton Rag, Acid Free, Absorbs Pigment.
Edition	Unlimited, No Number	Limited Edition of 50, Shared Pool of 50 across Framed & Only Prints, Numbered - For Example 12/50, Certificate of Authenticity signed by Artist.
Life	4-5 Years	100+ years in ideal conditions, No Yellowing.

CA Tip: Ask for invoice with edition number. If seller can't provide invoice with say 12/50 and paper specs, walk away. You will have difficulty justifying cost later.

3 FRAMING MISTAKES THAT DESTROY A Rs. 20,000 PAPER PRINT

Mistake 1: Dry Mounting - The Irreversible Mistake

Framer glues print to board to make flat. Looks good for 3 months. Archival value becomes zero forever. You can never unglue. At Ishaa Art Emporium, we never dry mount an archival print.

Mistake 2: No Spacer - The Fungus Invitation

Glass directly touching print. In Indian humidity, moisture traps, fungus grows. Solution: An acid free Mat of close to 1.5mm or a 2mm spacer between acrylic/glass and print. We use A-Grade 2.7mm cast acrylic with 1.4mm acid free Mat. An additional 2mm spacer is used on customer request.

Mistake 3: Cheap Backing of Photo Print- Acid Attack

Cheap board behind print emits acid, eats paper from back. Solution: Archival backing, acid-free tape. We use acid free, archival grade, 1200 GSM handmade support backing board. We use acid free tape to mildly fix archival print to archival grade backing board.

What we ship at Ishaa Art Emporium: Framed Art: Handmade wooden frame + A-Grade 2.7mm cast acrylic front + 1.4mm acid free Mat + spacer on request+ archival backing + Certificate of Authenticity. Only Prints: Unframed with framing guide so your local framer can do it right.

Wrapped right, packed bright, shipped through reliable partners.

ART FOR OFFICE - BUDGETING & DOCUMENTATION

As ex-Finance Head, I approved zero for art. I was wrong. Here's what I recommend now to CFOs and Admin Heads:

1. Budget as Culture or more accurately as Employee Wellness, Not Decor: MNCs budget 0.5-1% of interior budget for art. Not expensive, but intentional. A boardroom with Architecture / Cityscapes prints feels established. Studies show that visual breaks - specifically looking at nature art - can lower workplace cortisol levels by up to 15%.

2. Where to Place What: Boardroom: Architecture, Cityscapes - calm, minimal, coloured or black & white. Cabin: Birds - elegance, focus. Reception: Landscapes. Avoid bright reds in meeting rooms.

3. Documentation We Provide: Every Ishaa Art Emporium shipment: Invoice with edition (e.g., 19/50), Certificate of Authenticity, paper details (Archival Canvas/Paper, Giclée), handmade frame specs. Keep file. Many companies account as Office Furnishing / Interior asset. Depreciation may apply as per relevant Acts.

For corporate gifting: Logo on certificate sleeve, NOT on art. Recall value 100x in comparison to dry fruits.

4. Corporate Gifting: We do corporate editions of 25/50. Client sees daily. September is best to block edition numbers for Diwali. Please do check our Trade Program for higher discounts on bulk buying.

Disclaimer: Not tax advice. Only documentation practice. Consult your tax advisor.

BUYING CHECKLIST

Before You Buy Any Fine Art Print - 6 Point Checklist:

1. Is it Original? Does it mention Artist's name? Does not mention the place where photographed? At Ishaa Art Emporium: Original Art, Artist: Ashutosh Mahajan, Place photographed: Bharatpur Bird Sanctuary or say, Alesund, Norway.
2. Is it Limited Edition? At Ishaa Art Emporium: Edition of 50, shared pool. Ask for number: 12/50.
3. Is paper named? At Ishaa Art Emporium: Giclée on All Archival Canvas and Paper Medium.
4. Is there COA? We provide Certificate of Authenticity with every order for archival canvas and archival paper prints.
5. Is framing archival? Handmade wooden frames + A-Grade 2.7mm cast acrylic + Acid Free Mat+ Acid Free tape+ spacer + archival backing.
6. Is invoice proper? Invoice with edition, paper, size - needed for office asset record.

About Ishaa Art Emporium - ishaa-art-emporium.com

Founder: Ashutosh Mahajan, Chartered Accountant, Gurugram. 16+ years photographing historic architecture, cityscapes, landscapes, birds.

Contact: via website - ishaa-art-emporium.com - Wrapped Right, Packed Bright and Shipped Through Reliable Partners.

LinkedIn Newsletter: Art & The Balance Sheet - monthly by Ashutosh.

Thank you for reading. For any queries, reach out via website contact form.