

## Business Focus



**NOMINATIONS:** Have a business or business person you would like to see profiled? Send nominations to [robledoc@yourhub.com](mailto:robledoc@yourhub.com) or call 303-954-2465.

Desmond O'Hagan Fine Art, Denver

# ARTIST DRAWS FROM URBAN SCENES

### Profile

**Business:** Desmond O'Hagan Fine Art  
**Address:** 2882 S. Adams St.  
**Hours:** By appointment  
**Founded:** 1987  
**Contact:** 303-691-3736 or [www.desmondohagan.com](http://www.desmondohagan.com)  
**Employees:** 1

*Interview with Desmond O'Hagan, owner*

**Q: How did you get involved in this business?**

**A:** Although I've been drawing and painting since I was very young, I did not consider painting professionally until after working in the advertising/design field. After a four-year career in advertising, I became a full-time professional artist in 1989 and started showing in galleries. I have continued to be represented by galleries, but in Denver I sell directly through my studio, which is located behind my home, and also through annual one-man studio shows. In addition, I conduct business through my Web site, which has been very helpful in reaching clients globally.

**Q: What distinguishes you from other businesses in your category?**

**A:** The Internet has dramatically changed the nature of my business in the last few years. Artists are more accessible to buyers, and the process is made easier by having your inventory available on the Web. I use what I've learned in advertising and marketing to help promote my art using several tools like the Web, as opposed to depending exclusively on galleries or agents for promotion. Although I work with many excellent galleries, I'm able to function much like a gallery locally. Regarding my art, I paint in oils and pastels and work in a variety of sizes and subject matter including urban scenes, figurative, interiors, still lifes and night views.

**Q: What do you like best about your line of work?**

**A:** Aside from the actual experience of painting, I've always truly enjoyed interacting with people interested in art. I have collectors who have bought paintings for their collections over the years and really grown with my career. Those paint-



*Kathryn Richert, YourHub.com*

ings are part of their lives and families for the better part of 20 years.

**Q: What is your business' biggest challenge?**

**A:** The biggest challenge is finding your market. Since I'm in this for a lifetime career, I always feel that it is important to paint what excites me, which would translate to unique and interesting paintings.

Then the challenge would be to find the market that could identify with my work.

**Q: Something people might be surprised to learn about you or your business:**

**A:** Regardless of however long one has been painting, it's crucial to retain the enthusiasm and curiosity of a student. This is what keeps your art

growing and improving. If you feel there's nothing else to learn, then that lack of enthusiasm will probably reflect in your work. You eventually risk having your paintings appear repetitive or complacent. I still get a charge out of discovering a unique view in painting a subject, an interesting combination of colors, or seeing someone else's work that really grabs me.