



## Fine art exhibition helping to sell luxury Calgary home

### Bears paw mansion listed for \$5.89 million

BY MARIO TONEGUZZI, CALGARY HERALD SEPTEMBER 7, 2011

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From left, artist Paul Van Ginkel and realtor Ross Pavl in a \$6-million home for sale in Bears paw where a fine art exhibition is being used to market the property.

Photograph by: Stuart Gradon, Calgary Herald

CALGARY — A fine art exhibition is being used to help sell a nearly \$6-million home in Bears paw in a unique marketing approach.

Well-known local artist Paul Van Ginkel is collaborating with realtor Ross Pavl, of RE/MAX House of Real Estate, to sell both art and the home built by Stonebriar Crafted Homes.

"This showcases my work in a different venue other than my own home and gallery or a commercial gallery," said Van Ginkel, who has 31 original paintings and 14 giclee on canvas prints for sale and decorating the entire house at 251208 Welland Drive. "It's an extraordinary home. It's a beautiful home. So to have my work in this environment is really great.

"This is a new marketing opportunity that both Ross and I are excited about. He'll be exposed to all my collectors and people that he probably wouldn't be exposed to and vice versa with me."

The original paintings range in price from \$1,200 to \$22,000. The giclee prints range from \$1,500 to \$1,700.

The house is listed for \$5.89 million and includes over 7,500 square feet on about 1.3 hectares. It has a rock terrace and pond with a waterfall feature in the back.

The fine art exhibition takes place Sunday from 1 p.m. to 5 p.m. at the home. Admission is \$10 with all proceeds going to the Canadian Cancer Society. The exhibition will continue through Sept. 25 and open on Wednesdays from 4 p.m. to 7 p.m., and Saturdays and Sundays from 1 p.m. to 5 p.m.

For more information visit [www.Bears pawEstate.com](http://www.Bears pawEstate.com).

"Paul has good buyers. It's about the right buyers to get into the house," said Pavl. "And Paul has this kind of customer. That's why my choice was to work with Paul for this kind of property.

"Lots of people who would consider to buy this house they collect art."

David Finch, assistant professor of marketing at the Bissett School of Business at Mount Royal University, said the art exhibit is an extension of growth in the home staging market.

"Home staging, this is what this is to the extreme," said Finch. "It's all about creating an aspirational decision for a potential buyer.

"When you're looking at the luxury home market ... it's so niche. You need to create something that when that man or woman walks into that \$6-million home says 'I can live here and I want that.'"

Having the art exhibit is exactly the type of thing that would appeal to someone who can afford to spend \$6 million on a property, said Finch.

Sano Stante, president of the Calgary Real Estate Board, said the art exhibit marketing is pretty unique.

"And I applaud that kind of marketing. It's good and it's innovative," said Stante.

"A lot of the auction houses cater to that clientele. They attract a clientele that has disposable income and that's what your hoping to garner that appeal for clientele with high disposable income. That would be the marketing tact I would imagine."

Stante said many of the high-end homes have furniture included and sometimes art.

"When you get into well architecturally designed homes the furniture is an integral part of the home. You start to see more furniture being sold with the property because it was built for the home," he said.

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