



5 Things to Know Before Buying an Original Painting Online

A simple guide for first-time and occasional art buyers

Buying original art online can feel more complicated than buying almost anything else for your home.

Size, scale, authenticity, shipping and how the work will actually feel in your space are not always easy to judge from a screen.

This short guide covers the five things worth checking before you decide.

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1. Think About Size Before You Think About the Wall

A painting can look completely different on a screen than it does in a room. Online images often make works of very different dimensions appear almost the same size.

Before choosing a piece, always check its exact measurements.

Measure the space

Measure the wall where you are considering placing the work. A simple way to understand the scale is to mark the dimensions directly on the wall with painter's tape.



Look at the surroundings

Consider the relationship between the artwork and nearby furniture, doors, windows and empty wall space. A painting does not need to fill the wall to have presence.

Think about viewing distance

A work seen across a large room will behave differently from one viewed from only a few steps away.

The goal is not to find the largest work that fits, but the scale that feels right for the space.

2. Make Sure You Know What You Are Buying

When buying art online, the listing should give you enough information to understand exactly what you will receive.

Before purchasing, check:

- Is it an original artwork or an edition?
- What are the exact dimensions?
- What materials were used?
- Is the work signed or otherwise authenticated?
- Is a certificate of authenticity provided?
- Is the artwork framed or unframed?
- Is the condition of the work clearly stated?



Professional presentation should make these details easy to find.

If something important is unclear, ask before purchasing. Buying an original work should not require guessing.

3. Understand Shipping Before You Buy

Original artwork often travels internationally, so shipping is an important part of the purchase.

Before ordering, check how the work will be delivered and what is included.

Packaging



A painting should be packed appropriately for its size, materials and construction.

For some large-format canvas works, it may be preferable to ship the painting **unstretched and carefully rolled in a protective tube**. This significantly reduces the size of the shipment, can lower transport costs and may be safer than shipping an oversized stretched canvas.

In many cases, having the canvas **stretched locally after delivery** can also be more economical than transporting a large-format painting already stretched on its frame.

Shipping cost

Check whether shipping is included in the price or calculated separately.

Tracking

For international delivery, ask whether the shipment can be tracked.

Import charges

Depending on the destination, customs duties, import taxes or other charges may apply. These vary by country, so it is worth checking before completing an international purchase.

Damage and returns

Read the seller's shipping and return conditions so you know what happens if the work is damaged in transit or if another problem occurs.

Knowing these details in advance makes an international art purchase much more straightforward.

4. Give Yourself Time to Look

You do not need to decide immediately.

One of the advantages of discovering art online is that you can return to a work several times before making a decision.

Ask yourself:

- Do I still want to look at it after seeing it more than once?
- Does it hold my attention beyond the first impression?
- Can I imagine living with it rather than simply admiring it on a screen?
- Does the work continue to interest me when I return to it later?



An original painting becomes part of your everyday visual environment. Taking time before choosing is not hesitation — it is part of the process.

5. A Final Check Before Buying

Before completing a purchase, make sure you can answer these questions:

- Do I know the real dimensions of the artwork?
- Do I understand what materials it is made from?
- Do I know whether it comes with a certificate of authenticity?
- Can I imagine its scale in my space?
- Do I understand the shipping conditions and any possible additional costs?
- Do I still want to return to the work after seeing it several times?



If the answer is yes, you are already making the decision with much more information than an image alone can provide.

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Break is a series of original contemporary paintings exploring how a single line can establish direction, structure and balance within an image.

Available works, dimensions and prices can be viewed online.

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<https://obushikhina.com/break-series-original-contemporary-art/>

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