

AS SEEN IN
ELLE DECOR



DESIGN IN ARKANSAS

CURATE, CONNECT, COLLECT

Connecting creators with collectors, MIXD Gallery makes buying art more accessible and more personal in Northwest Arkansas.

Allison Hobbs spends a lot of time in artists' studios. As curator of MIXD Gallery in Rogers, it's part of her job, but it's also her passion—and part of her unique process—finding the right pieces for potential buyers eager to invest in Northwest Arkansas' art scene.

Through its Curator Concierge service, MIXD Gallery advises clients looking to elevate their homes or businesses with regional artwork that has a distinct sense of place and a point of view.

"People want art with a soul and a story," says founder Jane Hunt. "What excites us at MIXD is being able to hear that story firsthand and to share it with clients seeking a personal experience through art."

The search for that perfect piece is a method Hobbs and her team have mastered. Aesthetic, budget, and space are variables to consider, as are the vision and values they intuit from clients.

"MIXD is about living with art," Hobbs says. "We ask a lot of questions: 'What do you feel when you look at this piece? How is this piece in service of the space?' Then we listen. We truly get to know our clients, and it's from this place that we come up with selections just for them."

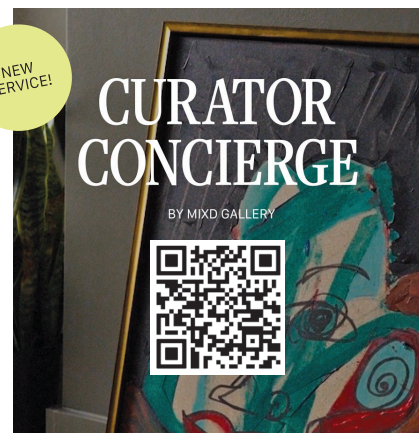
Once a client makes their selection, the MIXD team ushers that piece into its new home, handling shipping, installation, and cataloging.

The vast collection of art to which MIXD has access reveals a deep connection to the regional art scene—one that the gallery nurtures through free events open to the public, including highly anticipated "drops" that center around a theme.

"The caliber of work being created in Northwest Arkansas deserves to be seen," says Hobbs. "We are committed to creating more opportunities for artists to tell their stories. The audience is there, and we exist to invite that audience in and to allow them to be a part of the art-buying process whether they are first-time buyers or seasoned collectors. We are here to help them every step of the way, and it's an exciting time to be a part of it all."

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