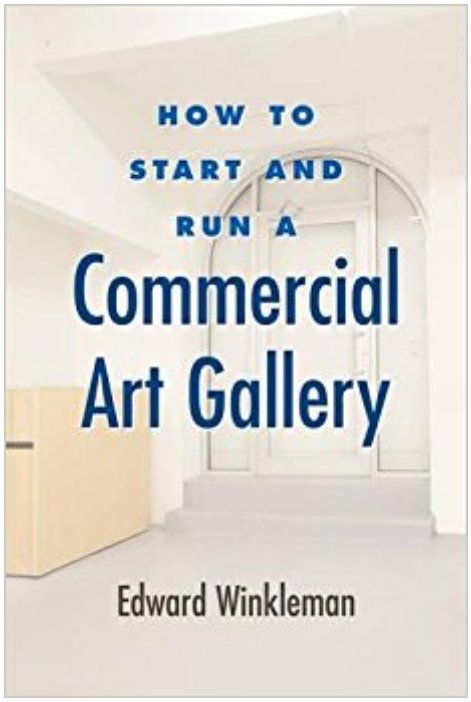
Ebook Directory
the best source of ebook

The book was found

# How To Start And Run A Commercial Art Gallery




PDF
Adobe
DOWNLOAD EBOOK

## Synopsis

Aspiring and new art gallery owners can now find everything they need to plan and operate a successful art gallery in this comprehensive volume. Edward Winkleman draws on his years of experience to explain step by step how to start your new venture. Chapters detail how to: — write a business plan — find start-up capital — find your ideal locale — renovate the space — manage cash flow — promote and grow your new business — attract and retain artists and clients — hire and manage staff — represent your artists. How to Start and Run a Commercial Art Gallery also includes sample forms, helpful tips from veteran collectors, a large section on art fairs, and a directory of art dealers associations. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don’t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

## Book Information

Paperback: 256 pages

Publisher: Allworth Press; 1 edition (July 14, 2009)

Language: English

ISBN-10: 1581156642

ISBN-13: 978-1581156645

Product Dimensions: 6 x 6 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 45 customer reviews

Best Sellers Rank: #91,449 in Books (See Top 100 in Books) #37 inÃ Â Books > Arts & Photography > Business of Art #163 inÃ Â Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

## Customer Reviews

Praise for How to Start and Run a Commercial Art Gallery"Ed runs one of the most straightforward sites dedicated to demystifying and discussing various aspects of the art world. Now, in How to Start and Run a Commercial Art Gallery, he’s packedÃ¢â ¬â œin understandable

termsÃ¢â ¬â œinformation I wish I had known before starting my gallery."Ã¢â ¬â œZach Feuer, owner, Zach Feuer Gallery and cofounder of New Art Dealers AllianceÃ¢â ¬Å“Ed Winkleman has two qualities that are rare: he is quite knowledgeable about the business of operating a contemporary art gallery, and he is willing to share that knowledge with the rest of the world, through his blog and now in this book. He has one more unique quality: his writing is a pleasure to read.Ã¢â ¬Â•Ã¢â ¬â œDaniel Grant, author of The Business of Being an ArtistEd Winkleman's book is a comprehensive reference for any gallery owner.Whether you are new to the business or seasoned gallerist, it is always wiseto remember the essentials.Ã¢â ¬â œLeigh Conner, Conner Contemporary Art

Edward Winkleman began his career in the art world with a series of guerilla-style exhibitions organized in New York and London under the name 'hit & run'. In 2001 he co-founded Plus Ultra Gallery in the Williamsburg district of Brooklyn, New York. He was a founding member and the first president of the Williamsburg Gallery Association and an early member of the New Art Dealers Alliance. Moving into Manhattan's gallery district in Chelsea in 2006, he changed the name of the gallery to Winkleman Gallery. The gallery's exhibitions have been reviewed in the New York Times, Artforum, Art in America, Flash Art, the New Yorker, TimeOut New York, and Art on Paper, among others. Winkleman has participated in art fairs such as ARCO, Art Chicago, Pulse, Year 06, Aqua, and NADA. He is the author of an eponymous blog about the art world and politics and a contributing editor to the international blog Art World Salon. He lives in New York City.

While some of the info is strictly NYC, it is a great handbook. But 90% of the information is wonderful for a neophyte in Madison, WI. My gallery will be The Opera House Gallery in Mount Horeb, and if it gets off the ground, Mr. Winkleman will have proven to be a major help in getting me started. I'd advise start-ups to contact SCORE (a volunteer organization of retired executives funded, in part, by the Small Business Administration) via score.org. Lots of wonderful people with wonderful contacts. I'm now have the help of one working artist who believes we can actually pull it off! Thanks, Mr. Winkleman, for the TO DO List!!!

I currently have 3 copies of this book in my possession, 1 that I borrowed more than a year ago from a friend, 1 that I bought so I could have my own when I returned his, and another that I am giving as a gift for another friend who is opening her own gallery. Phew!So basically I'm in love with this book. Winkleman has created a very detailed and insightful guide that doesn't ignore even the smallest of

questions or tasks, and yet steers clear of becoming dry. Even if you are not an art dealer or gallery owner, I would highly recommend this book to any artist, or arts administrator.After reading this book I also stopped by Winkleman's blog which is always a great read as well: [...]

I just finished reading this book today, September 14, 2010. Even though I am not opening my own commercial gallery, I found it a very beneficial read for myself as an artist interested in increasing my gallery representation.It is written in a very easy to understand way and I felt like Mr. Winkleman and myself were having a conversation and not a lecture. It helps to understand all of the background information of having a gallery, promoting artists, and finding and keeping collectors interested.The information about primary and secondary market galleries was also very informative and I recommend this book for both potential gallery owners as well as artists that are interested in approaching a gallery for representation. As an artist, you will have a better understanding of the behind the scenes things that happen and the gallery owner does to help keep you in the studio making art.

Terrific resource for anyone interested in getting into the gallery world. We have used it for everything, and I refer to it almost daily, as we get our gallery up and running. Very clear, well organized, and incredibly helpful. I found the chapter about business plans to be especially useful; we used it as a guide to writing our plan (without any prior knowledge or experience writing business plans), and it turned out really well and has been very well received.

If you are serious about art business, then you need this book before you spend a peny. The author wrote this based on the big leagues in NY, not all applies to a small business but you'll fully understand the whole business in and out.

I have been in business for a while but want to shift from taking pictures predominantly to showing them. This book confirmed I'm moving in the right direction!

An excellent resource for someone who is even contemplating the notion of delving into this line of work. The information in the book is invaluable and gives you those little nuggets of advise that is usually obtained after years of being in the trenches. I feel a lot more comfortable making a first step in this direction after reading the book.

The book is great, it has the exact info that you need.

Download to continue reading...

How to Start and Run a Commercial Art Gallery Start and Run Your Own Record Label, Third Edition: Winning Marketing Strategies for Today's Music Industry (Start & Run Your Own Record Label) Kelvingrove Art Gallery and Museum: The Curators and employees of Kelvingrove Art Gallery and Museum Runner's World Run Less, Run Faster: Become a Faster, Stronger Runner with the Revolutionary 3-Run-a-Week Training Program Super Mario Run:Diary of Super Mario: Super Run for coins! (Unofficial Super Mario Run Book) Flowers 2015 Gallery Calendar (Workman Gallery Calendar) How to Purchase and Develop Commercial Real Estate: A Step by Step Guide for Success (How to Develop Commercial Real Estate Book 1) The Due Diligence Handbook For Commercial Real Estate: A Proven System To Save Time, Money, Headaches And Create Value When Buying Commercial Real Estate The Ultimate Commercial Book for Kids and Teens: The Young Actors' Commercial Study-Guide! (Hollywood 101 6) How to Become a Successful Commercial Model: The Complete Commercial Modeling Handbook Commercial General Liability Coverage Guide (Commercial Lines) Commercial Auto Program Coverage Guide (Commercial Lines) Commercial General Liability, 9th edition (Commercial Lines) Commercial General Liability Coverage Guide, 10th Edition (Commercial Lines Series) Commercial Property Coverage Guide (Commercial Lines) Commercial Real Estate for Beginners: The Basics of Commercial Real Estate Investing Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate Commercial Renovation Costs with Rsmeans Data (Means Commercial Renovation Cost Data) Code Check Commercial: An Illustrated Guide to Commercial Building Codes Start Your Own Photography Business: Studio, Freelance, Gallery, Events (StartUp Series)

Contact Us

DMCA

Privacy

FAQ & Help