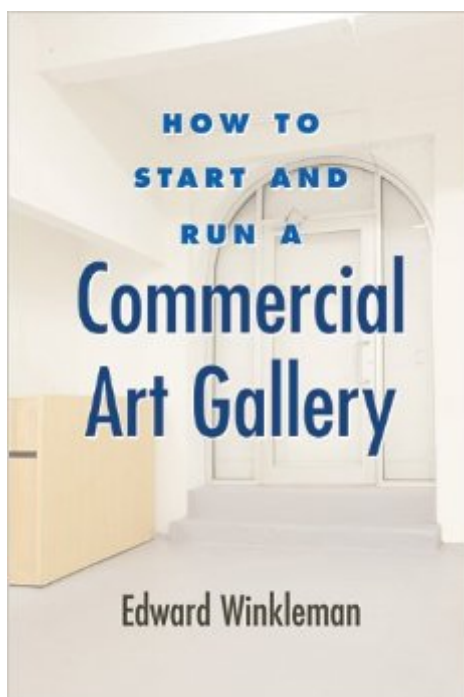


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# How To Start And Run A Commercial Art Gallery



## 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: 4.5 out of 5 stars [See all reviews](#) (43 customer reviews)

Best Sellers Rank: #175,306 in Books (See Top 100 in Books) #70 in [Books > Arts & Photography > Business of Art](#) #278 in [Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises](#)

## Customer Reviews

I recently opened a photography/art gallery and ordered this book. I am very pleased with it. There are some really great ideas given. Also, not only does the author talk about his own experience running a gallery, but he brings in many examples from other gallery owners that he knows. He

covers in great detail everything from planning, design, opening, marketing, and selling. I highly recommend this book for anyone who has plans or even just the desire to open an art gallery. I suggest you read this book FIRST.

This is not rocket science - no wait - it really is. A gallery is one of the most complicated and hands-on intense projects anyone can begin. This book will help you in all fronts and steer you in the directions that it does not (due to professional constraints) cover, law, state and fed regs, etc. A service has been done and we all ought to owe Mr. W some thanks for sharing what he learned the hard way. Buy it - read it - and open a gallery. I did.

If you are serious about art business, then you need this book before you spend a penny. 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.

Visual artists who are looking for gallery representation will learn a lot about how to or how not to approach a gallery. Useful tips all around.

If you are seriously interested in opening an art gallery then a lot of what this book is teaching you, you may already know. It does however confirm ideas you had as being the correct thing to do. Worth buying but don't expect any great revelations.

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.

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: [...]

As an artist Ed Winkleman's book has been a valuable insight for me into the business of art and art galleries. I highly recommend that any artist looking to forge a relationship with a commercial art gallery--get a copy of this book.

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