Different types of art galleries





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How to visit art galleries

Art galleries play an important role in the art sector. They are the link between artists and collectors, in search of new talents are fundamental in the art world, there are many wrong ideas about them. In fact, art galleries are not always so known, what they are or what they do. Therefore, CAI has listed the most frequent questions about art galleries? What is an art gallery do? How do you get to work with an art gallery? What are the different types of art galleries? What is the difference between an art gallery and a museum? What are the best art galleries and where to find them? How do art galleries earn money? How to visit an art gallery? By answering these questions (FAQ) on art galleries, explaining everything you need to know. Definition: What is a Gallery While most of us know what is an art museum and what "more or less" does when it comes to art galleries, it seems that public opinion is less familiar. An art gallery is an exhibition and sale of works of art. As a result, the art gallery is a commercial company that works with a portfolio of artists, in which the gallery serves as a distributor that represents, supports and distributes the works of the artists in question. However, we must also note that not all galleries are the same. Although most art galleries that apply a different procedure. In this case, we will have to discuss each type one by one, presenting an in-depth overview of what a gallery of art is and in what form it can present. What are the different types of art gallery. Although the word "commercial" may have a negative connotation, as if it were only concerned with money, it is a "best" art gallery for artists or collectors, which play a fundamental role in the art world. With commercial art galleries, the gallery collaborates with different artists, accepting to represent them and support them. This means that the gallery undertakes to present, promote, sell and distribute the works of the artist in question. In this way, the artist is able to earn a living and build his career, basic collectors and artist resume. In return, the gallery earns money on commission with the sale of works of art. By doing so, the gallery is motivated to do thepossible work for the artists are promoted and the more their careers grow, the morethe reputation of the gallery. In short, what is good for artists is good for the gallery. 2. Mega-Galleries that have continued to grow, becoming a leading player in the industry not only the gallery, but throughout the art world. In our article on the Top 10 Greatest Art Galleries in the World, we defined the "mega-gallery" as a highly influential art gallery with multiple venues and a number of employees and square meters of exhibition space similar to major museum institutions. Mega-galleries are the top tier of the gallery industry. They represent only the best artists in the world and not only sell their works of art, but also advise institutions, events and companies in the art world. 3. Vanity Art Galleries Next, we have Vanity Art Galleries Next, we have Vanity Art Galleries that charge artists to exhibit and promote their work with the gallery. Basically, I wouldn't call them art galleries because they don't have a curated gallery program. Although this may seem like an attractive opportunity for artists who are trying to kick off their career as an artist, I would recommend not working with vanity galleries (be sure to read our article on How To Succeed as a Painter/Artist). Vanity Galleries almost never have a great reputation in the art world, nor do they have a good clientele or a real collector base, so they do not select artists based on the quality of the artwork, but on the basis of the size of the portfolio. Very often, they would show anyone and everything that is willing to pay for the exhibition. As a result, it is very unlikely to find genuine or emerging artists in Vanity galleries. At the same time, they are not motivated to promote and sell the artworks of artists who decide to collaborate as they have already cashed in on the collaboration. The gallery invites artists to exhibit with them, which can seem very attractive. But actually being motivated to provide a good service for artists. So, if one day you get an invitation to work with an art gallery, think twice when suggesting terms where you need to pay to go. 4. Exhibition Spaces A fourth type of gallery is not actually a gallery, rather an exhibition space. In this case, the artist rents an exhibition space where they can organize their exhibition. The artist pays the rent per day or per week and needs to take care of all other aspects of the exhibition, printing, invitations, etc. Very often, these exhibition spaces are referred to as art galleries, or Also called "Gallery X" or "Y Gallery." However, since there is no curated gallery program and not even a gallery owner, they are simply spaces spaces for rent suitable for organizing art exhibitions. In this way, they give the opportunity for amateur or start-up artists to show off their works and gather some experience when it comes to exhibiting. However, you can't expect the prestige of a self-organized exhibition in those spaces to be equal to an exhibition in a â@cerealâ@TM art gallery, such as a commercial art gallery. 5. Artistic Galleries-Run We conclude our list of types of art gallery. In recent decades, we have seen more success stories of galleries of artists, think of Galeria Plan B started by Mihai Pop and Adrien Ghenie. In this case, artists or artist collectives start a gallery or exhibition space themselves. The most common reason for doing so is due to the lack of opportunity to exhibit, as they decide to create a platform for them. These kinds of initiative take the courage to accomplish and sometimes it is a bit scorned. However, as the above case illustrates, an art gallery can be very successful and have a great reputation as a commercial art gallery. In the end, if the artist gallery gets well, they will slowly but surely turn more into a gallery of artists to keep growing their activities. Galeria Plan B, Cluj. / Photo: De Pensula factory. What does an Art Gallery do? Art galleries have very diverse activities with each gallery having a slightly different approach to their business. However, in general, there are some things that almost all art galleries do that could be considered as the core of their activity. An art gallery creates a curated exhibition program of their represented artists â or the properties of artists â with whom they have a (long-term) collaboration, supporting and monitoring their careers, selling their works and promoting them to grow their careers. Simply put, this would summarize what art galleries do, including everything that comes with it. To be a little deeper, let's immerse yourself in some specific elements: 1. Curate the exhibition program The art gallery creates an exhibition program that will be the heart of the gallery's identity. In this way, the art gallery must provide a gallery must provide a gallery space. Most often, galleries - to have great visibility towards many potential customers. In addition, the gallery takes care of their scouting program for the most interesting emerging or established artists and invites them to collaborate with the gallery in the form of an exhibition. The gallery deals with transport, insurance, supervision, installation, printing, press interest, invitations, opening and promotion of When the exhibition is composed by one artist, we call it a personal exhibition that can be an important reference point in an artist's career. When the exhibition is composed two artists, then the exhibition. Three or more artists are defined as a collective exhibition. Three or more artists and artistic heritage It is clear to say that a gallery would be nothing without artists. As a result, the gallery must build a portfolio is a curated selection of artists that the gallery is committed to representing, which consists of a long-term collaborations are defined as 'artists represented', while artists who collaborated once for a specific exhibition are defined as 'artists exposed.' The portfolio, the greater the reputation of the gallery. As a result, it is beneficial for the artists and for the gallery to see growing certain artistic careers. When the artist's reputation grows, the gallery's reputation also grows. Most of these collaborations are with living artists, as the gallery represents the direct link between the artist's study and the art market. We call this phenomenon the primary market. from other retailers, collectors or an auction "read": not directly from the artist who produced the work in question "and then sell it in their gallery at a higher price (lightly) to make profit. This phenomenon is called the secondary market. 3. Selling and distributing works of art In addition to curating exhibitions and creating an impressive portfolio of artists, one of the most important things galleries do is sell and distribute the works of the artists they represent. The gallery serves as a merchant of artists, doing everything necessary to bring the artist's works into a certain collection, public or private. The gallery must therefore take care of the transport, billing, monitoring of the sold works, monitoring of the value of the works (on the secondary market) and much more. The gallery becomes the direct contact point for any request of a certain artists. 4. Representing and supporting artists In addition to the real visible works when it comes to organizing exhibitions and selling works of art, the gallery has many roles behind the scenes of the gallery to represent and support its artists. In addition to giving valuable advice to their artists, they do everything they can to grow and support activities include participation in art fairs forits gallery and its artists internationally. In addition, the galleries deal with or follow book publishing when the time comes for the to have a monograph published. Then there are the artists' archives that you have to work on. Or, historical art research for upcoming exhibitions. The gallery also overlooks other interesting exhibition opportunities for artists there beyond its own gallery, as well as other galleries or institutional exhibitions. We should also mention press relations, looking for collaborations with newspapers, art magazines or online, reaching a wider audience of art enthusiasts beyond the walls outside the gallery. It's clear that tunnels do a lot of things. Depending on the quality of the gallery, the services they offer become more varied as the artist is fully supported by their gallery on all possible aspects of the art industry. Luc Tuymans and Frank Demaegd (Zeno X Gallery, Antwerp) in Tuymans' Antwerp studio, who have been working together for over 25 years. Photo: Siska Vandecasteele How to work with an Art Gallery? An important goal for almost all artists is to work together in an art galleries from the dozen, sending for gallery representation than there are galleries from the dozen, sending statements from artists and portfolios who show up out of the blue. The truth is that the galleries receive every day unsolicited submissions from artists. So, if you send wallets to multiple galleries, your submissions from artists. are asked to invest in people they don't know. As a result, there is a very real threat that you will get a bad name between tunnels because of this strategy. The reason is because the "best" artists are invited by galleries. So if you ask around to look a little desperate for gallery representation, gallery owners will think you're not a very good artist as it seems no one is willing to represent you. But that doesn't mean there's nothing you can do to increase your chances of being represented, or being invited by a gallery to work together. We actually discussed a lot of things you really need to know to get noticed in the art world in our article How to Happen as a Painter/Artist. This really includes standing out with a very personal style, having a strong vision and knowledge when it comes to art history and art, a well-documented and mature oeuvre, a professional online profile including your artist website and social media, a decent exhibition history and curriculum and most importantly being proactive when it comes to in the art world. The key is to invest in personal relationships with other artists, gallerists, collectors and critics by participating in openings, conferences and other art-related events. However, don't impose yourself as an artist. It's okay to let people know that you're an artist when they ask you, but don't talk about your art or show pictures of your works if you're not invited to do it. Being around, it is much more likely to be invited by any art gallery, because your name will inevitably surround in the right circle of people. What is the Work Agreement Artist-Gallery? The working relationship between artists and gallery owners can vary from gallery to gallery and from artist to artist. However, there are some very common rules and agreements. If you are a brand new gallery for the first time, or if you are a brand new gallery that you do not know how to work with a rules, we have listed the most common agreements below. activities. The only way a gallery (or an artist) earns money is through the sale of the works created by the artist. The profits deriving from the sale are distributed regularly according to an agreement of 50-50% of the turnover. This means that materials are not deducted from turnover or other buildings in which some costs would be deducted from total turnover. The retail price is defined by the artist of understanding with the gallery with a written price list that shows the works sent to the sale. The works remain the property of the artist's permission. In the case of a museum institution intends to buy a work of art, it is possible to offer a discount of up to 50% according to the destination and the positive consequences for the artist's curriculum. In all cases of discount agreements, the rule of 50-50% applies for the distribution of turnover. It is not for the artist to sell a work that is delivered to the gallery to be put on sale during a specific exhibition. For example, if a collector contacts the artist instead of the gallery to buy a certain work from the exhibition, it is the responsibility of the artist to send the collector back to the gallery. Selling the work alone and leaving the gallery out to have its right share is an absolute "no-go", as a collaboration is based on mutual trust and respect. In some cases the artist will earn more money at the gallery and sometimes vice versa. As for costs, there is a very clear rule: the production costs of the works are (most often) covered by the artist (think painting of the walls of a certain color, the printing for the exhibition, the drinks during the opening of the exhibition, the pedestals, the showcases). and probably frames to name a few). When it comes totransport, the most established tunnels will pay all transport costs. However, this is most likely the case of artists, a very common arrangement is that the artist pays for transportation from the art studio to the gallery, while the gallery covers the cost of transportation from the gallery to the collector, or back to the artist's studio. As soon as the works of art arrive at the gallery, they become fully liable for loss, theft or damage. Therefore it is the responsibility of the gallery to ensure that they are well insured and handle the works professionally and safely. All billing and communication with collectors is done by the end of the show to receive his half of the turnover. All images remain the exclusive property of the artist and are protected by international copyright law. Any use other than web publishing, publication of catalogues or promotional use requires prior agreement with the gallery. To be safe, it is advisable to discuss these topics before collaborating. Write these agreements in your email correspondence so that when there is a dispute you can refer to this previous written agreement. Sometimes, a contract may be necessary or recommended. However, most galleries work on the basis of trust and mutual respect with their artists, so don't be too suspicious when you don't propose to conclude a contract. Installation view of Gerhard Richter (c) / Photo: Rob Mc Keever / Gagosian (c) What is the difference between an art gallery and a museum? Very often, there can be some confusion when it comes to the difference between art galleries and museum? Never art exhibitions open to the public so that they can very similar. the difference between an Art Gallery and a Museum? Simply put, an art gallery is a commercial and private enterprise. They curate exhibitions with exhibited works available for sale. On the other hand, the museum is a public institution and not a commercial one. Their exhibition program has an educational and cultural objective, canonizing and preserving the most important works. As a result, the exhibited works are not for sale. There are many more differences between the art gallery and the museum next to this main difference. For an in-depth step-by-step overview, please read our in-depth article on this topic here. What are the best art galleries and where to find them? Our recent indepth study of the world's largest art galleries shows the Gagosian Gallery, Thaddaeus Ropac, Lehman Maupin and Perrotin to name a few. When it comes to their location and location of other great art galleries, we can conclude that they are more often located inareas of the world's largest cities. In doing so, the capitals of art of the world "and therefore the places where to find the best art galleries" are New York, London, Paris, Berlin, Hong Kong, Seoul, Shanghai and Geneva to name a few. For more details on the best art galleries in the world and where to find them, please feel free to read our broadest article on the Top 10 of the world's largest art galleries here. How to make art galleries here. places in city centers? Art galleries earn money on commission selling works of art. In some cases, there is an additional income through the sale of goods, art books, patrons, sponsorships, conferences or other art related services such as advice or representation of certain actors in the field of art. As a result, it is clear to say that there are various ways in which art galleries are earning money. But without doubt, the main source of income is the sale of artwork for which you earn a 50% commission. By doing so, the artist and the gallery work together, joining their forces to be able to make the best possible sales, sharing equally the cake. Or, the art gallery acquires works of art from artists, other art dealers or auctions and tries to sell them in its art gallery to profit. But as mentioned above, this is not the only way to earn money as an art gallery? As we have noticed many times having an art gallery ourselves, not all people know how to visit an art gallery. Do you need to buy tickets? Do you need to make an appointment? Or, do you need to say something when you arrive? Are you allowed to visit the exhibition or the opening of the gallery may seem a little intimidating. However, it should not be! Below we have listed everything? you should know to visit an art gallery: 1. Plan your visit (s) Most visitors of the gallery plan their visits as they select the exhibition they are interested in. Normally, you are able to find all the necessary information on their website, such as which artist they are performing and how long. Most galleries do not have the size of museums. As a result, it could be a good idea to combine multiple exhibitions in the gallery on the same day. For example, when there is an exhibitions that interest me, sojump from one gallery to another and make sure my trip to Rubens city is worth it. By doing so, you can plan your visits or see what time different exhibitions you want to see are open at once. 2. Check the location and opening times of the galleries are open on weekends in the afternoon, but this is not the case for all galleries. Therefore, I recommend that you check the opening hours on their website before heading to the gallery. Also make sure you know the exact location of the tunnel. If you don't find it on your arrival, feel free to ask some of the locals who we hope will gladly help you. 3. Do I need to make an appointment or purchase a ticket to visit an art gallery? The answer is simple: "No". Only in rare cases do you need to buy a ticket to visit an art gallery or some galleries may be available by appointment only. In general, however, art gallery but the gallery but the gallery do not match your opening hours, you can simply contact the gallery to make an appointment. Again, your tour will be free even when your private tour of the gallery is by appointment. 4. Is it okay to visit an art gallery, as sales aren't the only reason the works are displayed. Art aims to be seen and discussed. So don't feel guilty about visiting an art gallery if you're not going to buy anything. In fact, the gallery owner will be happy to welcome you in the gallery? Not necessarily. A simple "hello" or "good afternoon" is enough to enter the art gallery. But if you want to have a chat or want to know more about the exhibition in question, don't hesitate to start a conversation with the gallery owner or the person in charge. The main reason why they are there is to welcome you and provide further assistance for any questions. 6. Where can I find the prices of the exhibited works? Most of the time, the prices of the works of art will not be visible on the wall. However, in many galleries there is a price list or a catalogue with prices to consult for visitors. If you can't find this specific list, just ask the gallery owner or manager, who will be happy to assist you. Taking a look at the price list is 100% with no obligation to actually buy something. So if you're curious, don't hesitate! The 7. How to participate in

opening a gallery Gallery openings or "vernissages" are probably one of the funniest experiences. At the beginning of each exhibition, galleries love to open the exhibition in a festive way. Right now, regular visitors gather all to discover the show, chat with Colleagues passionate about art and drink a good glass of wine or champagne. Some of these openings are by appointment only. However, when the gallery states on their website the date and time of at the opening, it is very likely that you do not need to be invited to participate in this festive gathering. As a result, you can simply go to the gallery, go in, drink a glass of wine and start connecting with the works of art exhibited and with the people gathered. Most of the time, the artist himself participates in these "vernissage", which represent a unique opportunity to speak in person with some of the best artists in the world. And once again, don't feel guilty for visiting the exhibition for free and for drinking a free drink, art is a party and also the inauguration of the art gallery!

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