

POTENTIAL PROMOTIONAL ACTIVITIES BY GALLERIES ON BEHALF OF REPRESENTED ARTISTS

Because galleries differ in their size, resources, focus, abilities, goals, and business methods, each will offer some sensible (business-wise) combination of the following.

2/13/07 Revision

- Display works in gallery
- Publicize artist's presence in gallery
- Advertise events involving the artist
- Maintain accessible electronic portfolios
- Introduce artist at events
- Place works in private collections
- Place works in museum collections
- Guide artist's development of portfolio and resume
- Show artist's portfolio
- Share artist's resume
- Secure and fill booths at art fairs
- Provide stipend
- Produce shows of artist's works
- Encourage career-building activity by artist
- Place in meaningful group exhibitions in other galleries
- Determine fair values
- Promote connoisseurship
- Celebratory dinners at homes or restaurants
- Tours of collectors homes
- Arranging collaborations with other artists and performers