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Management Art  
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It is a private museum not only because it is, for now, entirely funded by the Maurice and Paul Marciano Art Foundation, but also because you, the public, are not allowed inside. James

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The art world is tough, the rules are a mystery, and only the lucky few make money' - so how can galleries succeed? What makes a commercial art

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gallery  
successful? How  
do galleries get  
their marketing  
right? Which  
potential  
customer group  
is the most  
attractive? How  
best should  
galleries  
approach new  
markets while  
still serving

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their existing  
audiences? Based  
on the results  
of an anonymous  
survey sent to  
8,000 art  
dealers in the  
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compelling read  
that is both  
aspirational and  
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approach.

The must-have  
business guide  
for visual  
artists, written  
by the leading  
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the global art  
trade Written

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for artists of  
all levels, the  
latest book from  
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author Magnus  
Resch explores  
how artists can  
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the field they  
love. It answers  
the most  
important  
questions  
including: How

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do I find  
gallery  
representation?  
How do I write  
an artist  
statement? How  
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my artworks? And  
what's the best  
Instagram  
strategy? Case  
studies are  
drawn from  
interviews with

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Artists,  
dealers, and  
curators. It's  
an invaluable  
international  
art-world  
resource.

Participating  
artists include:  
Tim Bengel;



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Haas Brothers;  
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edition of the  
bestselling  
guide to running  
a successful

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from the expert  
perspective of  
art-world  
insiders What  
makes an art  
gallery  
successful? How  
do galleries  
ensure their  
marketing is  
right? How  
should galleries  
best approach

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new markets and customers, while still serving their loyal clientele? Based on the results of an anonymous survey sent to more than 8,000 galleries in the US, UK, and Germany, Magnus Resch's insightful

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examination of  
the business of  
selling art,  
newly updated  
and revised, is  
a compelling  
read, with an  
approach that is  
both  
aspirational and  
practical.

"A comprehensive  
guide."

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need to plan and

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a Commercial Art

Gallery. This

new edition has

been updated to

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Mark the changes  
in market and  
technology over  
the past decade.

Edward Winkleman  
and Patton

Hindle draw on  
their years of  
experience to  
explain step by  
step how to  
start your new  
venture. From  
finding the



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ideal locale and renovating the space to writing business plans and securing start-up capital, this helpful guide has it all.

Chapters detail how to: Manage cash flow Grow your new business Hire

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and management staff  
Attract and  
retain artists  
and clients

Represent your  
artists Promote  
your gallery and  
artists online  
Select the right  
art fair And  
more How to  
Start and Run a  
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Gallery, Second

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Management, also includes sample forms, helpful tips from veteran collectors and dealers, a large section on art fairs, and a directory of art dealer associations.

This book offers

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an overview of  
how to manage  
private art  
collections,  
providing  
essential  
insights on art  
wealth  
management, art  
investment, art  
governance, and  
succession  
planning for art  
assets. It

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offers practical recommendations on sound art collection governance, but also examines the background of art markets and price building, including the influence of fashion and trends.

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Throughout  
history, art  
patronage has  
played an  
important role  
in the wealth of  
ultra-high-net-  
worth families  
and led to  
private museums  
funded by  
philanthropist  
collectors in  
order to

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celebrate their own tastes and leave a lasting legacy. Today, as a result of the growth of art investing by a new generation of wealthy collectors, not only artists but also wealthy families, sophisticated

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investors and their close advisors now face a more complex set of financial and managerial needs. As such, the contributions in this book will be of interest to collecting families, family



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offices, and professional advisors seeking to integrate art into their overall wealth management strategy, and to scholars in the fields of cultural economics, art dealers, curators, and

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art lovers.

## Art Galleries

A sophisticated  
examination of

today's

contemporary art  
market from an  
art dealer's  
point of view,  
this new book  
focuses on  
recent changes  
in the quickly  
evolving market.

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With an emphasis on how the market responded to the global recession that began in 2008, gallery owner Edward Winkleman moves from an examination of the factors beyond the individual dealer's command

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to those that  
the dealer can  
control.

Sections cover:

The rise of the  
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Collaboration in  
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given to the  
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contracts  
contemporary art  
dealers may  
need, including  
an examination  
of a variety of  
contracts for  
representation,

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including  
dealers,  
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fair directors,  
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entrepreneurs,  
Selling  
Art Galleries  
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is a must-read  
for gallery  
owners, dealers,  
and artists  
affected by the  
rapid  
innovations in  
the art-dealing  
industry.

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Whether the art form is theater, dance, music, festival, or the visual arts and galleries, the arts manager is

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the liaison  
between the  
artists and  
their audience.

Bringing  
together the  
insights of  
educators and  
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this  
groundbreaker  
links the fields  
of management  
and

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organizational  
management with  
the ongoing  
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arts management  
education. It  
especially  
focuses on the  
new directions  
in arts  
management as  
education and  
practice merge.  
It uses cases

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a pedagogical  
tool and an  
integrating  
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Evaluation. The  
book also  
includes a  
chapter on  
grants and  
raising money in  
the arts.

The book  
examines the  
contemporary art  
system with a  
broad and

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approach,  
through the  
application of  
models of  
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By breaking down  
the traditional  
barriers between  
different  
academic  
disciplines such



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as art and  
economics, this  
book offers a  
unique  
opportunity to  
grasp the  
complexities of  
the contemporary  
art world and  
provides the  
tools to conduct  
a structural  
analysis of that  
market. The

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result is an in-  
depth analysis  
of the  
contemporary art  
market from an i  
nterdisciplinary  
perspective.

While it is not  
a textbook in  
the strictest  
sense, the book  
offers a concise  
and effective  
overview of all

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actors in the  
art system, and  
provides  
supporting data  
and valuable  
information,  
both conceptual  
and practical.  
It is therefore  
a text that can  
be used by  
students wishing  
to better  
understand the

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complex dynamics  
that govern the  
contemporary art  
market, but also  
by cultural  
managers,  
collectors,  
potential art  
investors or  
simply art  
lovers who need  
a quick  
reference.?

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The definitive,  
must-have guide  
to pursuing an  
art career—the  
fully revised  
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edition of  
Art/Work, now in  
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printing, shares  
the tools  
artists of all  
levels need to  
make it in this

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highly  
competitive  
field.

Originally  
published in  
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was the first  
practical guide  
to address how  
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and legal  
aspects of a

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fine art career.

But the rules  
have changed  
since then, due

to the  
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of online  
platforms, and  
ever more  
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Artists have never had to work so hard to distinguish themselves—including by making savvy decisions and forging their own paths. Now Heather Bhandari, with over fifteen years of



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experience as a director of the popular Chelsea gallery Mixed Greens, and Jonathan Melber, a former arts/entertainment lawyer and director of an art e-commerce startup, advise a new generation of artists on

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how to make it  
in the art  
world. In this  
revised and  
updated edition,  
Bhandari and  
Melber show  
artists how to  
tackle a host of  
new challenges.  
How do you  
diversify income  
streams to  
sustain a

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practice? How  
can you find an  
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