



Fundamentals of the Gallery Business

Summer Study New York 2018

4-week course | July 9 – Aug 2, 2018; Mon - Thurs 10:00 am - 12:30 pm | \$3750/4-week course

What role does today's gallery play in the art world ecosystem? What is its purpose, function and structure? Looking at small to mid-range to global brands and using a variety of New York gallery models as a resource, this course focuses on the operations of art galleries to achieve a better understanding of what it takes to be successful and to endure in the current art market's global ecology. Students explore the process of developing gallery startups, study general budgeting, examine issues related to staffing and sourcing artworks, look at strategies for institutional, collector and media communications, practice building sample exhibition schedules and related programming. Site visits include artists' studios to understand how to procure artwork and work with artists, and gallery visits to learn different approaches to key aspects of the business from professionals working in the field. As part of the course students have an opportunity to put theory into practice by creating a gallery plan, sample exhibition schedule and brand concept.

This course will explore the following topics and more through lectures, site visits and guest speakers.*

- Basic Gallery Structure and Job Functions
- The Historical and Contemporary Context for the Gallery Business
- Evolution of the Gallery's Role in the Art World's Global Platform
- Gallery Concept and Branding
- Sourcing Artists and Art Works
- How Galleries Make Money
- Significant Gallery Relationships: Collectors, Curators, Critics and Museums
- Predicting, Planning and Managing a Gallery's Budget
- Creating an Exhibition Schedule

*Specific course topics subject to change

"Art has always been an important part of my life and Sotheby's has given me the opportunity to professionally learn this wonderful field."

- Angeles V., Summer Study 2017

Instructor: Althea Viafora-Kress has over 20 years of experience working as a gallerist, curator and art advisor in New York and abroad, including as International Director at Pearl Lam Galleries in Hong Kong and Shanghai. She is currently working in New York as a private art consultant providing strategy consulting for artists.

For More Information

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