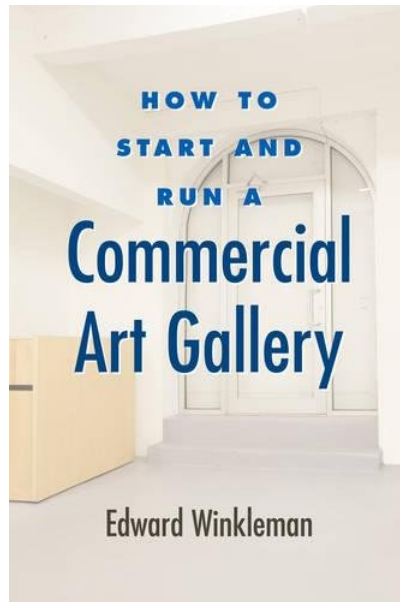


# [Download] How to Start and Run a Commercial Art Gallery



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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.

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