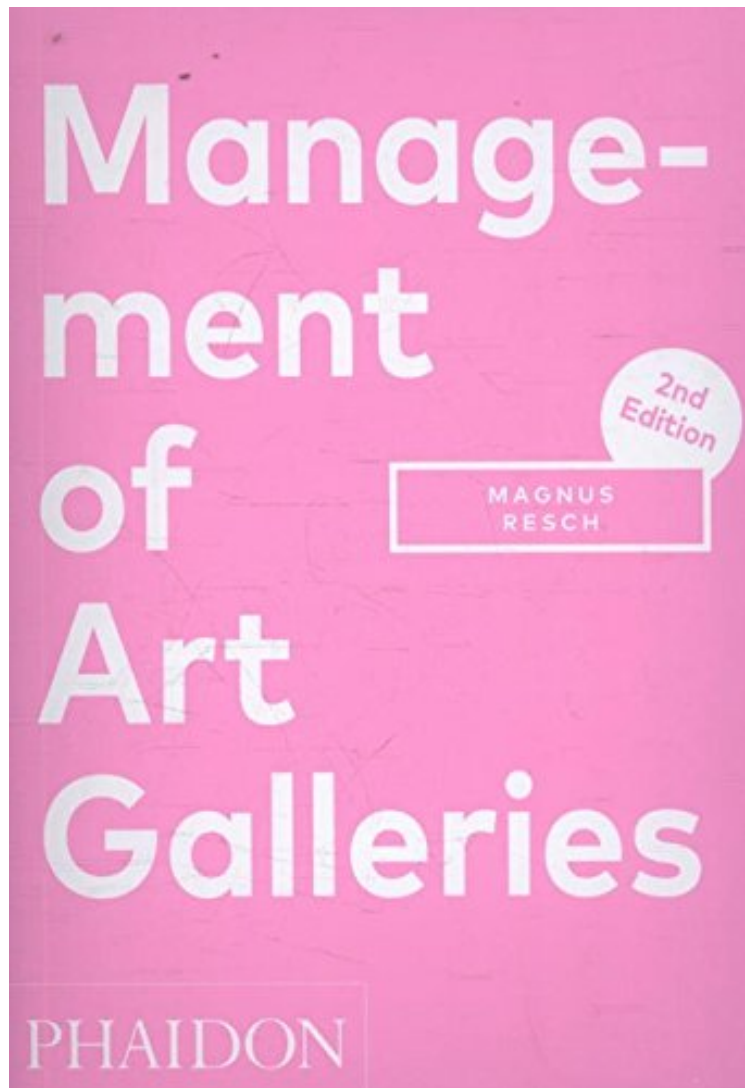


(Download pdf ebook) Management of Art Galleries

Management of Art Galleries

Magnus Resch

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Magnus Resch : Management of Art Galleries before purchasing it in order to gage whether or not it would be worth my time, and all praised Management of Art Galleries:

0 of 0 people found the following review helpful. Worthwhile Reference Book Analyzing Higher End Art Gallery MarketBy KymGood content with case studies, statistics, advice from successful gallerists. It is very informative but not a step by step manual to starting any old gallery, as some other reviewers may have thought. It details realities of art businesses that I think most artists would find surprising most current gallerists probably won't. It specifically focuses on contemporary fine art, not small-town giftshop-type galleries. I like to read about contemporary art market

tiers politics to inform my own career decisions as a fine artist aspiring curator, this was one of the more interesting books I've found on the subject. I also recommend reading Talking Prices: Symbolic Meanings of Prices on the Market for Contemporary Art by Olav Velthuis. 16 of 17 people found the following review helpful. Wish I had read it before-- Fabulous read! By Jeff VTI have been a gallery owner for over 7 years now. I only wish that I had Magnus Resch's book at hand before I began this venture. Most of what his text describes are the exact instances and realizations that I, unfortunately, had to learn the hard way. For example, when it comes to marketing the gallery, Resch encloses a variety of brilliant ideas. Of course, not everyone is a sparkler, however, the key message is understood. I also appreciate that Resch doesn't speak down to the reader or in "know it all" language. His tone is very collaborative and straight forward, reading this book felt like learning from a mentor. I was able to read it in one just evening, finding it to be enjoyable and entertaining all the way through. To sum up: this book is a must read for anyone who already is, or aspires to be an art world professional. 14 of 16 people found the following review helpful. Why are Gagosian and Zwirner so wealthy? This book gives us the answer. By Charlotte B. The dominant question Resch poses is, what factors make a gallery successful? The writer's explanation is not only eloquent, but rich in pertinent data. For the first time we see the subject treated truly scientifically, presenting thorough research to support a sound and important argument. I have read many books in the field (33 Artists, \$12 Million Dollar Shark, The Art of the Deal, to name a few) in which the authors attempt to unravel the mystery that is the art market. Resch is the only author to present us with the right approach - scientific and methodical, yet entertaining. An account based on data, we have here an engaging read written by a true expert.

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 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 their existing audiences? Based on the results of an anonymous survey sent to 8,000 art dealers in the US, UK, and Germany, Magnus Resch's insightful examination of the business of selling art is a compelling read that is both aspirational and practical in its approach.

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