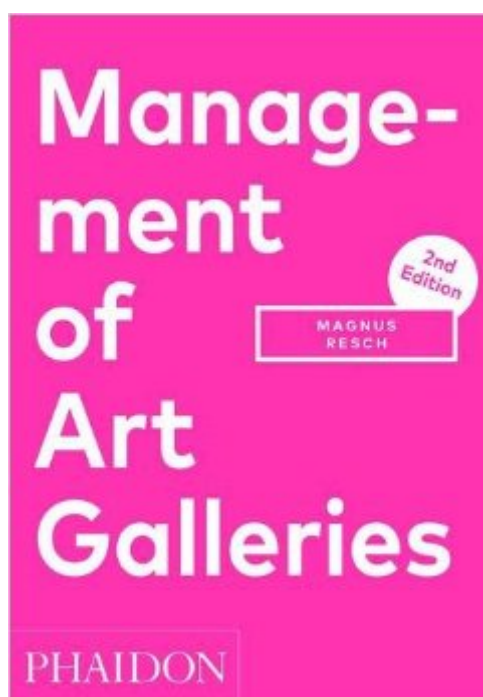


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# Management Of Art Galleries



## Synopsis

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.

## Book Information

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## Customer Reviews

I 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.

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.

Magnus Resch is likely the only true expert in the field art gallery management. In this book he proves it possible to demystify the international gallery market through thorough analysis. I particularly enjoyed the structure of the book. It starts with an introduction, explaining the relationship between management and art. It's then followed by a statistical analysis of the US, British and German art gallery market. I found this data highly innovative and widely inclusive. I'm not aware of any other research alike. The major part of the book is the following chapters. Here, Resch explains all relevant criteria for running an art gallery. Each chapter is supported by a case study - a real life example from an existing gallery. For example, Resch explains how Gagosian treats his employees. Talk about an insider perspective! Overall, the book provides great insights into this dynamic and sometimes secret industry. It's well-structured and highly insightful. A unique and enjoyable read.

As an artist I have been dealing with art galleries for over 20 years now. And it sucks! Too often I feel unsupported, left alone. And too often I was waiting for my money. Not to speak about endless discussion who covers the transportation costs for fairs, frustrating shows where nothing got sold but promises were high, etc. This book serves to me as a check-list for any gallery I will work with in the future. It's a valuable insight into the business of art. Why not ask my gallery about their revenue to find out in what tier they are? And why not ask them how they do their marketing for a show? Resch describes that most galleries fail because they are simply not innovative enough. I don't want to rely on a gallery like that. It's my career. What I need is a gallery that sells. This book explains how it works. So dear gallerist, please read it!

Magnus Resch's takedown of the art industry is shocking... and it's meant to be. His goal is nothing other than the complete revitalization of the art business. In clear, simple charts, Magnus shows that galleries spend 2/3 of their efforts marketing to people who don't buy art. Unsurprisingly, then, most

galleries fail to make a profit and many lose money. To make matters worse, all but a few artists also fail to monetize their careers and eventually give up and change jobs! If you're an artist or gallerist, the facts here will hit you like a piano falling out of a window. What you do with this information is up to you. Magnus's hope, and mine, is that many new business models spring to life in order to allow galleries to capture the kind of markets that Apple, Uber, and have captured. Several different business models will be required. New art \*brands\* must be established with their own raison d'être. Let this fascinating book open your eyes and inspire you to a future where all of us in the arts make more money. Highly recommended.

I asked two people about this book before reading it. An auction house staff member and a gallery owner from Sao Paolo. Both told me that it was worth reading it. The gallery owner liked the case studies. To her it was interesting to learn about best practices from colleagues and other international galleries. She calls it "BÃ-blia" :) The auction girl enjoyed it because it explains well the role of a gallerist in the global market. All-in-all I have to agree with the two. It's an insider report on the art gallery market and a good How-To guide. I have read other books in this area (33 days, Supermodel and Brillo Box, Art of the Deal). To anyone who enjoyed reading those, this one should be the next on your list.

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