



# To the artist in search of a gallery How to find a gallery To sell your art

In today's art market, it is not enough to create great paintings if you can't find galleries to show the work. Finding a gallery can be as much a challenge as creating a great painting. And although artists will take a dozen workshops on learning how to paint, they may never devote the time to learn how to find galleries to represent their work. What is the point of great painting if the work never finds its way to the art marketplace?

Although artists do not want to admit it, securing a gallery slot is actually very competitive. For every slot, there are a hundred artists competing for it. Those who succeed are not always the best artists, but those who have learned effective recruiting skills. Artists are not always willing to share these skills because they recognize the competitive component of the art business. To the Artists in Search of a Gallery will provide the emerging artist with insider insights to why and how galleries choose new artists and effective tools to succeed.

The reality is that the traditional methods of recruiting galleries are no longer effective in today's art market. Actually, the "wrong ways" are often the best ways. In fact, the most common advice given to the artist is really the worse advice.

To the Artist in Search of a Gallery provide

step-by-step plans to finding and recruiting galleries to sell your paintings. The workshop acknowledges different strategies for recruiting galleries within the artist's own market as well as out of market. At the end of the workshop the artist is equipped with the tools to research and recruit galleries.

For many artists there is no more dehumanizing activity than placing themselves under the harsh glare of gallery scrutiny. The process can be so frustrating and discouraging that many artists give up. The workshop helps you overcome this fear and avoid many of the frustrations that are involved in the gallery search process.

The workshop concludes with an honest critique of the commercial potential of artist's works with some advice to potential galleries. For the artist who is contemplating a career in the fine arts, *To the Artist in Search of a Gallery* provides essential information to launching that career.

**Workshop Bonuses**

**Sign up today and receive two bonuses.**

- **First an inscribed copy of the book *To the Artists In Search of a Gallery*, (\$17.50 publisher price). The book covers much of the material that will be presented in the workshop.**
- **Secondly, front page exposure on the website [ArtistsWatch.com](http://ArtistsWatch.com). The site is promoted to hundreds of galleries with a monthly eLetter and direct mail cards.**

### **About the provider**

Rob Foster, the workshop provider, has managed galleries for two decades, and has helped dozens of artists find galleries to represent them. He is also the author of two art business books: *To the Artist In Search of a Gallery* and *Selling Your Own Art*.

### ***Artist In Search of a Gallery***

**Sunday, May 21, 2017, 10-4 pm**

**\$85.**

#### **Alpine Art Gallery**

826 Santa Fe Drive • Denver

*Mail registration to:*

#### **Marketing Arts**

**P.O. Box 221734 • Denver CO 80222**

*More information: 303.751-6910*

[workshops@rlfosterarts.com](mailto:workshops@rlfosterarts.com)

### **REGISTRATION**

Name \_\_\_\_\_

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Check Enclosed: \$85  *Make check payable to "Marketing Arts"*

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_