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| **Gallery** | **Aims** | **About**  **Audience** | **Funding** | **Marketing & Promotions** | **Staffing Roles** | **Education** | **Conservation & Preservation** |
| **Public**  **Eg:** | Educate and/or inform  Collect & conserve artworks | General public  Students  Teachers | Government  grants  Sponsors  Donations  Doesn’t rely on sale of artworks | Funding from sponsorship  Raise funds from fundraising and social events  Large ‘blockbuster’ exhibitions may have entry fee | Director/s  Curator/s  Exhibition Designers  Marketing Manager  Education Officer/s | Offer programs mostly to schools, universities but also general public/ members | High priority  Have a lot of specialised equipment to achieve the preservation and extend life span of artworks |
| **Commercial**  **Eg:** | Make money  Represent high profile artists to elevate own position | Art collectors  Organisations and businesses  Directors are very selective about artists they show as this generates their own income | Money gained through commission of selling artworks, usually between 15-30% of final sale  Might generate funds from hiring space for special events | Have a database of collectors  Use print and online media | Roles generally undertaken by Director.  Freelance specialists (eg. Curators, exhibition designers) may be employed short-term for unusual circumstances | Generally not offered  Might offer a talk with a visit or have some information online  Might offer education for buyers about collecting art | Might advise artist and/or buyer on how to frame/mount artwork to preserve life span  Use of gloves to handle  Not a focus as works are on display for a short time (eg 1 month) |
| **Alternative**  **Eg:** | Raise profile of artist/s  Increase publicity of venue (eg shop front)  Make the space more inviting (eg café) | General public  Art critics (eg. artist-run gallery space) | Usually none, sometimes get a local council grant  Business might offer funds to artist for creating artwork (commission) | Artist is generally responsible, but exceptions exist  Often social media as funds are limited  Space might have a database (esp. artist-run gallery) | Roles of curator, designer, marketing etc generally undertaken by artist | Generally not offered, however, this category is diverse so exceptions apply (eg Blender Studios) | Generally up to the artist during assembly of the artwork/s  Not a high priority  Artwork is often temporary |