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| **Gallery** | **Aims** | **About****Audience** | **Funding** | **Marketing & Promotions** | **Staffing Roles** | **Education** | **Conservation & Preservation** |
| **Public****Eg:**  | Educate and/or informCollect & conserve artworks | General publicStudentsTeachers | GovernmentgrantsSponsorsDonationsDoesn’t rely on sale of artworks | Funding from sponsorshipRaise funds from fundraising and social eventsLarge ‘blockbuster’ exhibitions may have entry fee | Director/s Curator/sExhibition DesignersMarketing ManagerEducation Officer/s  | Offer programs mostly to schools, universities but also general public/ members  | High priorityHave a lot of specialised equipment to achieve the preservation and extend life span of artworks |
| **Commercial****Eg:**  | Make moneyRepresent high profile artists to elevate own position | Art collectorsOrganisations and businessesDirectors 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 saleMight generate funds from hiring space for special events | Have a database of collectorsUse 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 offeredMight offer a talk with a visit or have some information onlineMight offer education for buyers about collecting art | Might advise artist and/or buyer on how to frame/mount artwork to preserve life spanUse of gloves to handleNot a focus as works are on display for a short time (eg 1 month) |
| **Alternative****Eg:** | Raise profile of artist/sIncrease publicity of venue (eg shop front)Make the space more inviting (eg café) | General publicArt critics (eg. artist-run gallery space) | Usually none, sometimes get a local council grantBusiness might offer funds to artist for creating artwork (commission) | Artist is generally responsible, but exceptions existOften 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/sNot a high priorityArtwork is often temporary |