**PUBLIC ART GALLERIES**

**Aims**

* To educate and/or inform the general public along with schools and universities
* To collect, conserve and promote art

**About**

* Not operated to generate a profit
* Generally own art that ranges in media, period, style and location

**Funding**

* Funded, owned and established by the government (state, federal and/or local)
* May receive funds from corporate and/or private sponsors
* May receive bequests and donations from individuals, couples, groups, businesses, philanthropists and other collectors
* Artists may select works to donate to receive tax deductions
* Do not rely on sale of artworks

**Marketing & Promotions**

They use funding from large company sponsorship to promote exhibitions along with money from an allocated budget. The galleries also rely on monies raised through ‘friends’ of the gallery, whose purpose is to support the gallery through fundraising, social events and activities.

* Print media: newspapers (eg. *The Age*), specialist magazines and journals (eg. *Art Australia* and *Art Almanac*) and billboards
* Electronic media: websites, television and radio
* Direct marketing: members and people who have signed up to their email database

**Education**

They offer professional development programs and educational programs. Most public galleries employ a full-time educational officer.

**Conservation & Preservation**

This is a high priority as they house valuable artworks that are either from their permanent collection or that are on loan from another gallery. A permanent collection contributes to the cultural wealth of the state and country and the collection may develop an international reputation.

**COMMERCIAL ART GALLERIES**

**Aims**

* To make enough money through selling and/or lending contemporary and historical artworks to art collects and/or the public.
* Operate as a business to make money for the owners of the business

**About**

* Profit based.
* Operate as a business to make money
* Directors must be very selective in choosing artists to exhibit as they require sales to maintain their business

**Funding**

* Funds are generated from commissions charged by the gallery of sale of artworks
* Commissions range from 15-30% of the sale price
* Funds are also generated by hiring out the space and charging general exhibition fees as the galleries require the artist to contribute to costs involved in advertising, printing invitations and catering costs for the opening night

**Marketing & Promotions**

* Have a database of collectors who buy work from them on a regular basis
* Database is also used to create a mailing list
* Use print media and electronic outlets to market and promote exhibitions
* Newsletters, website, advertising in specialist magazines (eg Artlink)

**Education**

* Generally do not offer education programs
* Some may educate clients about art/art collection

**Conservation & Preservation**

* Only consider short-term conservation such as appropriate storage and handling of artworks as they are only on display for short times
* Services include advice concerning framing and organising transport once a purchase is made

**ALTERNATIVE ART SPACES**

**Aims**

* To increase an artists exposure and/or bring interest to the alternative space

**About**

* Physical or virtual space where artworks are presented to an audience
* Sites are sometimes unconventional
* Examples can be: cafes, restaurants, short fronts
* Artist may pay little or no commission on sales of works as they are usually responsible for hanging and promoting the display themselves
* Arrangement is often mutually suitable as the proprietor of the space may enjoy changing the visual appearance without concern of additional money outlay
* EG: Platform (artist-run subway exhibition space in Flinders Street Train station www.platform.org.au)

**Funding**

* Little or no rent/commission charged depending on the contract between artist and owner/manager
* Artist may obtain funding from an arts organisation or independent source to present in an alternative space

**Marketing & Promotions**

* Artists will usually promote and market their own exhibitions unless the space has existing procedures to do this
* Artists may use local press, friends, community contacts, online networks and social media to publicise their event
* These spaces may have a database of clients/followers
* Artist is often responsible for the cost associated

**Education**

* Generally not offered, however, this category is very diverse and exceptions may exist

**Conservation & Preservation**

* Works are usually on temporary display and usually delivered/installed/dismantled by the artist
* For the duration, general care may be taken to minimise inappropriate treatment of handling, damage or theft