



# How to Start and Run a Commercial Art Gallery

*Edward Winkleman*

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## **How to Start and Run a Commercial Art Gallery** Edward Winkleman

Aspiring and new art gallery owners can now find everything they need to plan and operate a successful art gallery in this comprehensive volume. Edward Winkleman draws on his years of experience to explain step by step how to start your new venture. Chapters detail how to: — write a business plan — find start-up capital — find your ideal locale — renovate the space — manage cash flow — promote and grow your new business — attract and retain artists and clients — hire and manage staff — represent your artists. *How to Start and Run a Commercial Art Gallery* also includes sample forms, helpful tips from veteran collectors, a large section on art fairs, and a directory of art dealers associations.

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