



INSIDE THE GALLERY WORLD – BE IN THE KNOW

What is a Pop-Up Gallery?

A pop-up gallery is a temporary exhibition or art event that runs for a limited amount of time (a day or up to a month or more), often held in a non-traditional space such as a storefront, warehouse, or artist studio. They are a less expensive way to temporarily increase a gallery's footprint while avoiding the commitment of a long-term lease and staffing. Pop-up galleries showcase unique ideas and works, and above all, they feel urgent and exciting. Pop-ups allow galleries of all sizes to expand their programming, test out a new city or neighborhood, and explore non-traditional exhibitions. These are great avenues for emerging and local artists and entry points into the gallery environment.

What is a Commercial Gallery?

A commercial gallery is a for-profit business: collectors buy pieces of artwork on display so both the gallery and the artist share in the revenue. They can represent artists in both short-term or long arrangements. They derive their profit from sales of artwork, they take great care to select art and artists that they believe will sell and will enhance both the artists and galleries reputation. These spaces typically curate selective shows based on what's likely to sell across a variety of collectors. Some commercial galleries are public, meaning anyone can walk in off the street and purchase an artwork if they have the funds. Others are private, meaning collectors must be members to gain access to the art for purchase. These galleries are ideal for emerging professional and professional artists to help them build their client base and assist with sales and marketing of their works.

What is a Non-Profit Gallery?

Non-profit galleries do not primarily depend on sales for funding, their commissions are traditionally lower than commercial and fine art galleries, and commissions earned beyond their administrative costs goes to fund arts education and community projects. This opens many doors for emerging artists or artists with edgier work. Non-profit galleries can be an excellent way for artists to network and be introduced to the gallery environment. Galleries run for the public good by cities, churches, art collectives, not-for-profit organizations, and local or national governments are usually termed Non-Profit Galleries.

What is a Fine Art Gallery?

Similar to commercial galleries in the way they operate, fine art is available to be purchased. These galleries sell works on the private market and by appointments to collectors and at fine art fairs across the globe. When the gallery exclusively represents you and your work, they're putting their reputation behind their endorsement of your work. They are the most restrictive and highest commission types of arrangements but can grow your collectors on an international scale.



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What is a Vanity Gallery?

Vanity galleries charge artists a fee to show their work, thus deriving their primary income from this “rental” fee rather than commissions on pieces. These galleries may charge for their entire space for a period of time or offer artists a wall for a set price for a period of time. While it’s an avenue for new artists to get their name out into the world, vanity galleries are rarely (if ever) as reputable as commercial galleries or co-ops.

What is a Co-op Gallery (or artist-run initiative)?

The co-op gallery is typically (because there are many different models for cooperative galleries) a group of artists who have come together to provide a venue where they can jointly display and sell artwork. With a co-op you have greater say in various details of the marketing for the gallery and your work. Additionally, you’ll most likely retain more of the final sale price of your work. Co-op artists work together to show their work, promote the gallery, and sometimes offer community art classes or workshops. Some co-op galleries will even have studio space available for their members to create artwork on site. This all translates to you being involved more in the day to day operations than if you were in a commercial, fine art, or non-profit gallery. The co-op gallery will require a membership fee, which will go towards gallery maintenance, rent, promotion, etc. You may have to pay a commission to the gallery as well, upon the sale of your artwork.

Online art gallery

An online art gallery is a website that displays artworks. Usually, the online gallery is run as a business, with the purpose of displaying the artwork being to promote it to potential buyers. Commissions vary widely based on the type of services offered. Other variations include an online art market for collectors, also known as an online secondary market, that acts as a third party selling agent for collectors wanting to resell artworks.