

# Do's & Don'ts when approaching Galleries

Notes from Hugh Goring, Frames Gallery in Perth as presented at Perthshire Creates Business Support Day, 19.3.16

## Finding the right gallery

- Lots of galleries now in Scotland
- 'Gallery' is an often overused name and as such they can come in lots of different guises, eg: high end, shop type, very commercial, wildlife, safe galleries, adventurous galleries etc
- Visit them in person to see what they are like, decide if they are suitable for your work as much as your work is potentially suitable for them
- Look in publications like artMag and artwork
- Google search
- Find one that suits your style and price range
- Closer to you will avoid transport charges particularly if painting/items large and/or heavy

## Approaching Galleries

- NEVER IN PERSON. A potentially uncomfortable scenario for both artist and gallery owner.
- Email with a link to a website. But a good website not rubbish and preferably not a Facebook page.
- Professionalism in everything you do and write.
- Email images as attachments only about 6 smallish files. Not big files and not too many, make sure the image file name is your name/co name for easy reference
- Quality of images are very important
- You can resend email once or twice more after a couple of weeks. Don't hassle a gallery.
- Galleries are very busy and a refusal takes time to write.
- You may never hear back from a gallery

## Once you've got a gallery

- Maybe a contract but not necessarily. We don't have one.
- Depending on gallery probably a few paintings in a mixed show. Might get asked again even if not sold. Then perhaps after a period of success, a solo or two person show.
- Most galleries 40% + vat @ 20% or 50% inc vat.
- Realistic prices particularly if you've sold privately. The gallery should be able to guide you.

GOOD LUCK