



BAC/Independence Professional Development Seminar Series *Making Art Work*
"Exhibiting Your Work in a Gallery: Pitching Your Art to Galleries
& Finding Gallery Representation"
Wednesday, June 18, 2008
6:00-8:00pm

Speakers:

Edward Winkleman, Owner and Director, Winkleman Gallery, Chelsea, NY

Margaret Thatcher, Owner and Director, Margaret Thatcher Projects, Chelsea, NY

FINDING GALLERY REPRESENTATION AND EXHIBITING OPPORTUNITIES

Some Suggestions:

- 1 Build a network of local artists. Join a small discussion group of like-minded artists. You should appreciate the work and ideals of the artists in your group, but it is not necessary that you have the same aesthetics, just the same goals. Meet from time to time to discuss galleries you visit and enjoy; share your contacts and any information about group shows, etc. Perhaps do a weekend show of works from your artists group. Invite everyone!! Who knows, you might land a slot in a gallery group show somewhere.
- 2 Add your name and works to legitimate art registries. For example, Artists Space and White Columns. Curators use these registries to organize exhibitions locally and outside NYC. Recently established galleries from outside NY may find their young artists in this fashion. Get work in Pierogi Gallery's Flat Files if you can. It has been a road to success for more than a handful of artists.
- 3 Build a website you can use to introduce your work to new contacts. Keep the information up to date, including images and a short bio.
- 4 Visit galleries as often as you can, and go to the openings of galleries you respect. Try to get comfortable in the world you are attempting to enter. Don't expect to get the "how to" lesson from a dealer. You are not the first one to ask. Do not approach a gallery director/owner at an opening. They may not look like it, but they are WORKING! And they probably have worked several late nights to get the show installed.
- 5 If you can afford it, perhaps you will want to work as an intern in a gallery for 6 months or a year as an art handler or gallery assistant in training. You will meet people! And, you will learn some things about the business of running a gallery.

- 6 If you have approached a gallery successfully and snag a visit to your studio, be ready. Yes, you can make an appointment for the next couple of weeks, or even a month later, but don't expect the offer to be open indefinitely!
- 7 Finally, make the best work you can. Be realistic – it is not an easy business. It takes talent, intelligence, fortitude and a lot of good luck!

Introduction to the Speakers

Edward Winkleman, Winkleman Gallery

Website: www.winkleman.com

Founded in 2001 by independent curator Edward Winkleman and artist Joshua Stern, the gallery was launched as Plus Ultra Gallery in Williamsburg, Brooklyn. Our inaugural exhibition, a group show about sleaze culture and a direct critique of the ongoing Disneyfication of New York City, received a rave review in *The New York Times*. Subsequent gallery exhibitions have been reviewed in *Artforum*, *Art in America*, *Flash Art*, *The New Yorker*, *Time Out New York*, *Art on Paper* and many other art publications.

Moving into Chelsea in March 2006, the gallery name was changed to reflect a change in ownership. We have participated in art fairs such as ARCO, Art Chicago, Pulse, Year 06, Aqua, and NADA, and gallery artists have exhibited in some of the world's most important venues, including the Venice Biennale, the Vienna Kunsthalle, The Art Institute in Chicago, the Getty Center in Los Angeles, the Singapore Biennale, and the Sharjah Biennial.

Margaret Thatcher, Margaret Thatcher Projects

Website: www.thatcherprojects.com

Since its inception in 1998, Thatcher Projects has showcased the work of emerging artists, as well as internationally recognized mid-career artists. The program's roster is united by a profound interest in concept, process and materials. Thatcher Projects strives to work with artists with distinct voices, and while it is known for its painting emphasis, the gallery presents a range of other media, including sculpture, drawing, photography, installation, video and new media.

Throughout the 1980s, Margaret Thatcher served as Administrator of Dia Center for the Arts, working with Dia-supported artists and the Board of Directors to develop the foundation's public programs, for example, *The Lightning Field* (Walter De Maria), and the Dan Flavin installation in Bridgehampton. In the early 1990s, Ms. Thatcher began advising art collectors building contemporary collections. In 1998, Margaret Thatcher Projects opened in a space on 20th Street in the new Chelsea gallery district. Four years later, the gallery moved into its current location at 511 West 25th Street.

