

## The Purpose And Role Of An

# ART GALLERY

A gallery is a form of display, not necessarily the same as your local shop down the road, but in the context of art, it is a space where anyone interested in art or an art collection exhibited at a specific gallery, can view the work, and even make an inquiry into the purchase of an artwork. An art gallery is characterized by not only the display of art but also the sale of art.



There are many different types of art galleries and each one of them have the own purpose in the field of art.

- **The commercial art gallery.** Commercial galleries assist artists in growing their career and repertoire in the art sphere.
- **The artist-run gallery.** Given all members have the same goal and aim, an artist-run gallery tends to have more freedom.
- **The mega art gallery.** This is an upgraded form of the commercial gallery, which hosts a large number of employees and carries more influence over the gallery industry.
- **The vanity art gallery.** It is like a membership and quite often, almost any person can apply to have their work exhibited and automatically become an “artist”.
- **The non-profit art gallery.** These galleries tend to prioritize their selection of artists based on accolades as opposed to word-of-mouth or popularity.

The primary purpose of an art gallery is to nurture visual artists, promote their work, and expose them to the public, collectors, media, and cultural institutions. Furthermore, the gallery works tirelessly and strategically to advance the artists' careers and establish them in the professional art world both locally and globally. To achieve this vast mission, a gallery must provide appropriate exhibition space, manage administrative and curatorial staff, provide insurance, secure advertising, invest and participate in a myriad of very expensive art fairs, develop and set up websites, pay for subscriptions, and produce timely and well-attended events. Each gallery (that was also mentioned above) represents and promotes a group of artists that, in general terms, follows a specific line and style; this makes each art gallery unique.

Art galleries exhibit works by artists known by the general public, drive the career of young contemporary artists or recover the name of those artist whom, despite the quality of their work, for historical reasons have been relegated to the background. Sometimes, the work of recuperating an artist or an artistic movement can be at the same level as the work of a museum, therefore, in several occasions the function of the gallery is not exclusively commercial.



In conclusion, galleries play a very important role not only because it promotes the individual and hard work of an artist, but also because it determines the future and the life of these great artists.

<https://www.beatrizeguerra-art.com/blog/31-what-is-the-purpose-and-role-of-an-an-expert-perspective-from-a-gallery-owner-and/>

<https://artincontext.org/what-is-an-art-gallery/>

<https://www.saladalmu.com/en/2018/01/30/what-is-the-purpose-of-an-art-gallery/>

