ORA Gallery Ed Event 11/29/12

at: Art on Broadway, Beaverton Oregon

Speakers: Roberta Cohen, David Slader, Chris Gottlieb

*(These are some random notes I took during the event – E.L.)*

Interesting reasons/ways people move away from pursuing art directly (as a career or serious activity).

Ways back to it?

Do research first, to find the right gallery(s). Then go talk to them. Some  r  xclusive, some not.

50/50 most common commission. Some charge a monthly fee & take smaller commission.

Gallery ads bring customers. Also a body of clients to call.

Make sure gallery is reputable. Ask their artists & other galleries.

Pricing appropriate to gallery/neighborhood. Be realistic.

Think of everywhere as a possible place to sell.

Website important. Selling online.

Sent from my iPhone

Esther Liberman