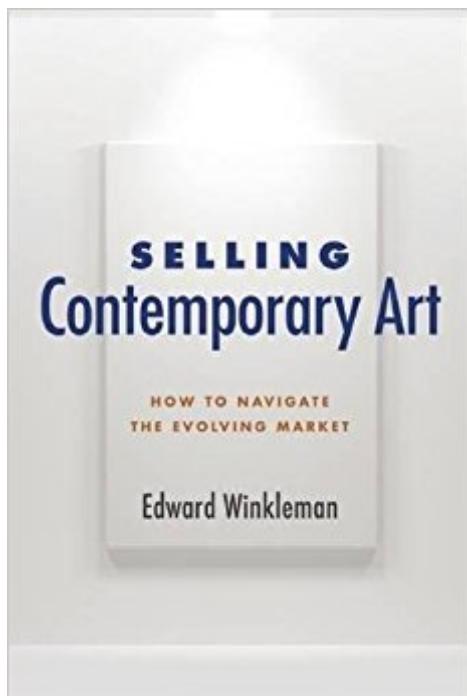


The book was found

Selling Contemporary Art: How To Navigate The Evolving Market



Synopsis

A sophisticated examination of today's contemporary art market from an art dealer's point of view, this new book focuses on recent changes in the quickly evolving market. With an emphasis on how the market responded to the global recession that began in 2008, gallery owner Edward Winkleman moves from an examination of the factors beyond the individual dealer's command to those that the dealer can control. Sections cover: The rise of the art fairThe rise of the mega galleryNew online competitionModels of post-brick-and-mortar art dealingArt dealers as art fair organizersCollaboration in a new era Coverage is also given to the specifics of contracts contemporary art dealers may need, including an examination of a variety of contracts for representation, consignment, and new forms of contemporary art. Exhibiting a wide range of interviews with international experts including dealers, collectors, art-fair directors, journalists, and online art entrepreneurs, *Selling Contemporary Art* is a must-read for gallery owners, dealers, and artists affected by the rapid innovations in the art-dealing industry. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Customer Reviews

"Edward Winkleman will rightfully make you love and admire people you think you should hate: art dealers, the hell they go through trying to make ends meet, keeping artists happy, talking to critics, collectors, curators, electricians, and everyone else who wants a piece of the art action, all while operating businesses that are free to the public. I love art dealers and love that Winkleman will make you see how hard they work. Amen!" ¹Jerry Saltz, senior art critic, New York magazine
"Edward Winkleman delivers an absorbing, well-researched, and much-needed book on the gallery world of the last seven years. He provides in-depth analysis based on research along with his own astute observations making this book a must-read for those contemplating a start-up as much as for those who have spent their lives in the gallery business."²Dorsey Waxter, partner, Van Doren Waxter Gallery, New York

Edward Winkleman is the director of the Winkleman Gallery in New York. He is cofounder of the Moving Image art fair and has participated in art fairs such as ARCO, Art Chicago, Pulse, Year 06, Aqua Art, and NADA. He is the author of *How to Start and Run a Commercial Art Gallery* (Allworth Press) and of EdwardWinkleman.com, a blog that focuses on art (in particular, demystifying the gallery system) and politics. He lives in New York City.

If you're in the visual arts, this is a good book for you, read it, highlight, make notes - read it AGAIN and AGAIN until you get this.

Great and insightful

This is a great book. Anyone anticipating a career in the fine arts needs take a look.

Buy it if you are or want to be a gallerist!

This was a Christmas gift. I have not read it myself, but am told it will be helpful.

While "Selling Contemporary Art" was written to help gallerists navigate the quickly-evolving art landscape in this era of art fairs and Instagram sales, it's not a bad idea for artists themselves to have a better understanding of the challenges of selling their work in the current environment. Personally, I found the book informative, easy to read, and very pertinent to my self-education.

This is a great read and very helpful to understand the current market and how it reflects everyone including the artist. Although it is not written for artists one can understand how the market reflects mid level decisions and how they do effect an artist's career. This book certainly defines what's happening out there in the big wild world of Contemporary Art in a range that is digestible.

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