

Checklist For Opening an Art Gallery

Business Concept and Planning

- Define gallery theme
- Identify target audience
- Develop a business plan
- Research art market trends
- Select a memorable name

Location and Space Design

- Choose a strategic location
- Design gallery layout
- Ensure proper lighting
- Plan security measures
- Arrange storage spaces

Legal and Administrative

- Register the business
- Obtain necessary permits
- Secure insurance coverage
- Draft artist agreements
- Establish vendor contracts

Acquisition and Curation

- Source artworks
- Plan exhibition schedule
- Establish artist relationships
- Curate diverse collections
- Manage inventory

Marketing and Promotion

- Build a website
- Develop a branding strategy
- Launch social media campaigns
- Organize opening event
- Engage with art critics

Sales and Customer Relations

- Implement a POS system
- Train staff in sales
- Offer art consultancy
- Host private viewings
- Develop loyalty programs

Go-to Resources for Opening an Art Gallery

Inventory Management

- [Artlogic](#)
- [Art Systems](#)
- [ArtBase](#)

Social Media Tools

- [Buffer](#)
- [Sprout Social](#)
- [Hootsuite](#)

Business & Accounting Services

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Domain Name Search Tool](#)
- [Logo Generator](#)
- [QR Code Generator](#)

*All of the resources are clickable links