

**TIPS ON A SUCCESSFUL PORTFOLIO REVIEW  
FOR ARTISTS CONSIDERING REPRESENTATION  
AT A NEW GALLERY**

*by Kevin J. Casey, Gallery Owner*

When thinking about approaching a new gallery or venue for representation, there are some pointers that could be used to insure a successful review of your artwork. The most important thing to be considered initially is if there would be a good match between your painting style and the type of artwork that is now displayed in the prospective gallery. Some familiarity with the gallery or a series of personal visits from you, the artist, seems to be in order to establish that this could be the right place for you. Is this a place where only deceased artists or a very particular style of artwork is displayed? Has this venue only represented nationally known artists or artists that work in a particular media? Does the gallery space include plein air works?

Take the opportunity to introduce yourself as an artist. Most gallery owners or staff have the ability to recognize an artist right off and might not welcome you with open arms if you give the impression that you are a potential client. Be polite, make a friendly inquiry as to the gallery policy on interviewing new artists' work and if there is a set of requirements that need to be followed in order that a review of your work take place.

- Is an advance appointment necessary?
- Is there a prepared list of requirements?
- Can a review be accomplished by submissions on-line or by mail?
- Does the reviewer require complete artist resumes, slides or transparencies in advance of the review?
- Will you be required to bring a certain number of actual paintings along?
- Are frames needed?

Take the review requirements seriously. Show up on time without anyone else accompanying you and be prepared to answer a variety of questions on your art background, work habits, studio situation, painting inventory, retail or wholesale pricing, current or past gallery representation, etc. Take the time before your review to insure that any information or materials asked for are complete and ready for presentation. Remember that the reviewer could be taking time from business matters to interview you and if the situation arises when he or she needs to excuse themselves to attend to such matters---be understandably patient. Ordinary courtesy goes a long way in such situations, while any impatience won't go unnoticed.