



New Winter Workshop !



A PEEK BEHIND-THE-SCENES: INSIDE THE PHOTO GALLERIES

This class goes behind-the-scenes to commercial photography galleries to better understand the fine art marketplace and to offer tips on how to break in. We'll go to galleries located on the Lower East Side, Chelsea, 57th Street and on the Upper East Side where we'll look at images firsthand and up close. More importantly, we will have a frank discussion with owners and sales associates about how galleries work with artists.

Topics include:

- How do galleries find new talent ?
- How is price determined and how are the proceeds split ?
- What is the preferred approach by a photographer ?
- What is the worst thing a photographer can do ?
- Do they do portfolio reviews, and, if so, how often and when ?

- Do they have written or just verbal agreements ?

Because communicating with galleries and others in the field is so important, assignments include class critique of your business cards and other print materials as well as to hypothetically identify the 'right' gallery for you and to defend that choice.

COST: \$450

DATES: 6 Saturdays: 1/9, 1/23, 2/6, 2/20, 3/5, 3/19

TIME: 11am-2pm

LOCATION: First class meets at the International Center of Photography School
1114 6th Avenue (between 42nd and 43rd Streets)

TO REGISTER AND FOR MORE INFORMATION: [CLICK HERE](#)

LEADER

Alice Sachs Zimet is a collector, advisor, and educator who began to collect photography in 1985. Her collection of roughly 300 images includes 20th Century masters to the present. Zimet is Chair, Photography Collections Committee, Harvard Art Museums; board member, Magnum Foundation; and a member of the Acquisitions Committee at the International Center of Photography. [Click here for Collector Profile featured in Art+Auction.](#)



Zimet is President, [Arts + Business Partners](#), a sponsorship consulting boutique working with arts groups and corporate sponsors. As Director, Worldwide Cultural Affairs, The Chase Manhattan Bank (20 years), Zimet worked across 14 countries and generated over \$2 billion in new business using the arts as a strategic marketing tool.

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