

ART SY

# The Gallery's Guide to Online Exclusive Shows

HOW ONLINE EXCLUSIVE SHOWS  
HELP 3 GALLERIES GROW THEIR BUSINESSES



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# How Online Exclusive Shows Help 3 Galleries Grow Their Business

Many mid-sized and emerging art galleries are starting to feel the effects of an increasingly top-heavy art market. This, in combination with rising overhead expenses, has pushed gallerists to seek alternative business models.

To alleviate this imbalance, galleries' solutions often incorporate online tactics in one form or another, taking advantage of the burgeoning online art market, which [grew 10% in 2017 to reach \\$5.4 billion in revenue](#). On Artsy, galleries can raise their visibility online and reach a global network of qualified collectors by hosting Online Exclusive shows for over two million unique monthly visitors.

From hosting multiple exhibitions at once to curating specialized shows, learn how Online Exclusive shows help three arts enterprises—[CuratorLove](#), [Kopeikin Gallery](#), and [MO-Industries](#)—expand their programming, promote their artists, and grow their businesses in today's art market.



**ERIKA HIRUGAMI**

*Curator and CEO, CuratorLove*



**NICOLE KUTZ**

*Gallery Manager, Kopeikin Gallery*

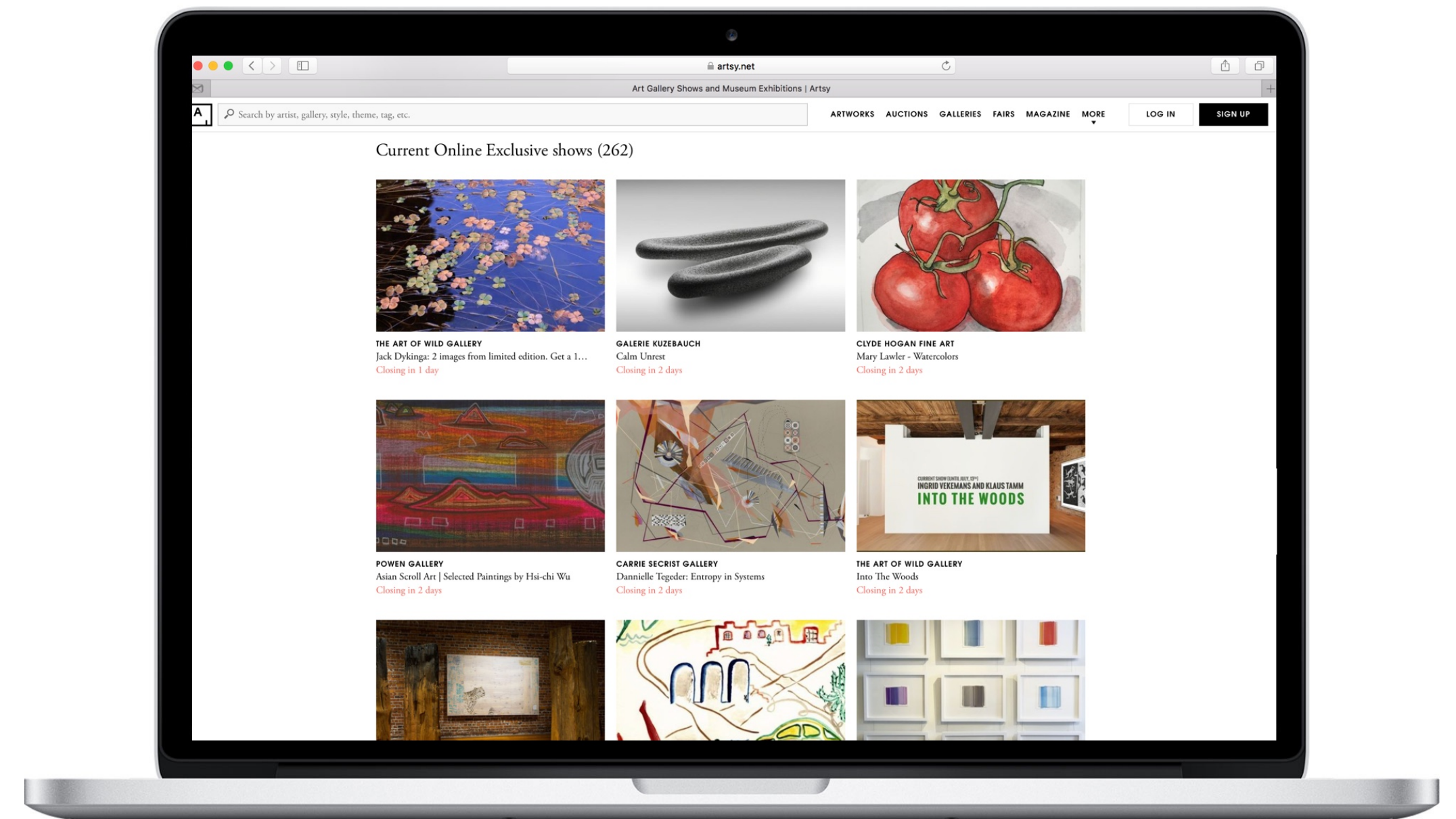


**DR. EVA MORAWIETZ**

*Director, MO-Industries*

# What Are Online Exclusive Shows?

[Online Exclusive shows](#) on Artsy enable galleries to curate shows online by highlighting works on their Artsy profiles. These shows, which exist only online, are featured on Artsy's [Shows page](#) and offer collectors from around the world the unique opportunity to experience a group of curated works online.





# How Are Galleries Using Online Exclusive Shows?

## 1. HOSTING AN ONLINE EXCLUSIVE SHOW WHILE BRICK-AND-MORTAR SPACES ARE IN TRANSITION

For galleries that operate in a traditional brick-and-mortar space, Online Exclusive shows open another effective channel for gallerists to engage collectors online while putting up, taking down, or hosting different shows at their physical locations.

“It’s a different way of putting work out there,” explains Nicole Kutz of Los Angeles’s Kopeikin Gallery, which specializes in contemporary photography. “It allows us to have this extra show...that people are referencing while we’re having other shows or while a show is closing and we’re in between. It keeps our presence active, even if the gallery brick-and-mortar space isn’t active at that moment.”

Kutz learned first-hand the benefit of Online Exclusive shows when she curated an online exhibit of photographer Kevin Cooley’s *Nachtfluge* series in June of 2017 and saw an increase in inquiries about Cooley’s work come through the Artsy platform. And while not all of the inquiries resulted in sales, the show—which lived exclusively on Kopeikin Gallery’s Artsy profile—succeeded in raising awareness about the gallery and the artist.



Kevin Cooley, *Oak Street, Landings LAX Runway 25R*, 2006.  
Artwork featured in Online Exclusive show, *Nachtfluge*.

# How Are Galleries Using Online Exclusive Shows?

Artsy also serves as a lifeline for galleries that don't operate with the traditional brick-and-mortar model. This is true for MO-Industries, a pop-up gallery that promotes cultural exchange, introducing young, cutting-edge artists from Asia to Europe and vice versa. Traveling from Berlin to Shanghai, MO-Industries has hosted successful on-the-ground exhibitions around the world. However, their gallery model wouldn't be possible without Artsy.

“In the months where we don't have a physical exhibition somewhere, Artsy is the essential presentation for us, our artists, and our artworks,” says Dr. Eva Morawietz, Director of MO-Industries. “It makes up the main part of our business during this time.”

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Before Online Exclusive shows, collectors could only view works online, often grouped randomly through the gallery's website or Instagram. Online Exclusive shows open entirely new possibilities for gallerists exhibiting work online, enabling collectors to view a gallery's inventory through a curated experience.

When researching a prospective work online, collectors like to know as much information as possible about the piece. Online Exclusive shows empower collectors to view the art in context, providing them with the information they need to inquire or buy a work.



# How Are Galleries Using Online Exclusive Shows?

## 2. ACCESSING AN INTERNATIONAL COLLECTOR NETWORK WITHOUT GOING THE DISTANCE

Meeting new collectors requires time, energy, and money. Whether it's traveling to an art fair or buying an ad in Artforum, attracting the attention of collectors is demanding work. Artsy promotes Online Exclusive shows on its Shows page making works featured in these exhibitions easily discoverable to those browsing online.

“Artsy is incredibly convenient for collectors,” Dr. Morawietz notes. “If you are located in Australia and you see images by a Chinese artist, you have Artsy at your fingertips to search and discover more from this artist and to even educate yourself about similar work from contemporaries. And I believe that's just the beginning—the distances mitigated by online are only increasing.”

For hybrid-model curatorial practices like CuratorLove, which hosts exhibitions in different locations and spaces around the world, Artsy has been an essential force in driving new collectors to the business and in maintaining relationships with existing ones.



Silin Liu 刘思麟, *Frida Kahlo & Celine Liu II*, 2017.

Artwork featured in Online Exclusive show, *I'M EVERYWHERE*.

Placed in private collection via Artsy.



# How Are Galleries Using Online Exclusive Shows?

“We’ve discovered new collectors through Online Exclusive shows,” observes Erika Hirugami, Curator and CEO of CuratorLove. “Artsy also helps me reach collectors who aren’t in the city I’m in. For example, I’ll reach out to them and say, ‘By the way we’re doing this show in X location—here’s the online component. You can check out the entire exhibition on Artsy, and if you want something, just hit me up.’ Even within my existing collector base, it helps.”

“We’ve discovered new collectors through Online Exclusive shows.”

With more than 60% of sessions across mobile and web coming from outside of the U.S., Artsy makes it easy for collectors and gallerists to connect, no matter their locations. By presenting curated works online, Online Exclusive shows help galleries stand out online to keep a network of knowledgeable collectors engaged.



Claudia Cano, *Escobeta 1*, 2017.

Artwork featured in Online Exclusive show, *Cleaning Portraits*.



# How Are Galleries Using Online Exclusive Shows?

## 3. USING ONLINE EXCLUSIVE SHOWS AS A MARKETING TOOL

With the array of digital channels available to galleries today, it's easier now more than ever before to get a strong return on your business's marketing and advertising investments. As an Artsy partner, galleries can create Online Exclusive shows at no extra cost, enabling them to easily experiment with artist promotion without spending additional money on Facebook or print ads.

Hirugami explains how CuratorLove is taking full advantage of the feature and the ways it acts as an effective lever within a larger strategy. "We're now exploring with emerging and mid-range artists and doing solo exhibitions purely online to see how they work in the market before we bring them into our larger projects, so it's kind of like a testing ground for us."

"Artsy can be a super effective marketing tool. When I launch a project, I'll launch it on Artsy, but I'll also launch it on all of my social platforms," Hirugami elaborates. "We're curating in multiple different realms to get the artists and collectors super excited about what's happening."

"Artsy can be a super effective marketing tool."

Hirugami notes that one of the reasons Artsy and Online Exclusive shows are so effective as a marketing tool is the audience quality of the more than one million users on Artsy who come from over 190 countries.

"Collectors on Artsy are art educated," reflects Hirugami. "I have a lot of people who reach out to me from Online Exclusive shows. It's really great marketing because if someone wants to see more, then I'm doing a great job, but at the same time it's telling me *what kind* of more I should be showing, so it's also an informational tool."

# How Are Galleries Using Online Exclusive Shows?

## **4. SAVING ENERGY, TIME, AND MONEY**

From shipping and hanging works to hosting an opening, on-the-ground exhibitions require hours of labor and can cost thousands of dollars. Alternatively, Online Exclusive exhibitions are virtually free and can take as little or as long time as a gallerist wants to put together.

“It’s night and day. There’s no comparison!” Kutz says of putting up an Online Exclusive exhibition versus one on the ground exhibition. Despite the fact that she promotes the shows the same way through the usual channels of email newsletters, in-person outreach, and social media, Kutz notes, “in terms of cost and efficiency, Online Exclusive shows are just kind of refreshing.”

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This is especially true if your gallery is a small team balancing a lot of responsibility with many moving parts. “We’re a small team and everyone does everything a little bit,” Dr. Morawietz says of MO-Industries. Having Artsy as another channel has been helpful in eliminating some of the gallery’s workload. “It is really essential to connect with collectors via email or in person and direct them to the Artsy online show.”



# How Are Galleries Using Online Exclusive Shows?

## 5. LEVERAGING GALLERY INVENTORY

For many galleries, the works being shown in a current exhibition represent only a fraction of the inventory it has for sale. Online Exclusive shows provide galleries with the space and flexibility to leverage its inventory in a variety of highly beneficial ways.

For Kopeikin Gallery, its use of Online Exclusive shows started as a brainstorm of the ways to share art that hadn't been shown recently or that performs especially well with collectors digitally. It then transformed into something much larger and more meaningful to the gallery.

“I see our Online Exclusive shows drawing from past exhibits or past artists whose work might be poignant for times today,” Kutz says. Kopeikin is now featuring an Online Exclusive show of Alejandro Cartagena's *Suburbia Mexicana* series to speak to the current immigration issues at the U.S. Border.



Alejandro Cartagena, *Fragmented Cities, Apodaca*, 2006.

Artwork featured in Online Exclusive show, *Suburbia Mexicana*.



# How Are Galleries Using Online Exclusive Shows?

“I find it interesting that some of our older series are actually still applying to current issues now,” elaborates Kutz. “The fact that this Online Exclusive gallery is virtual means that we can rekindle that and bring that conversation back up. History, you know, has a way of repeating itself.”

Similarly, Hirugami recalls curating on-site programming addressing the experience of being a female in the art world after Helen Molesworth was fired from MOCA in March of 2018. This show motivated Hirugami to work with more female artists and inspired three separate solo female Online Exclusive shows on Artsy—[Voice](#), [Cleaning Portraits](#), and [Knife Drawing](#).

“I appreciate that I can use Artsy to highlight what we’re thinking and doing and the convergences that are happening in these spaces. It’s no longer just art sales—that is what funds what we do, but there’s so much more happening and that’s made possible through Artsy.”

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# Conclusion

Through Online Exclusive shows, Artsy has pioneered a way for gallerists to launch compelling, curated shows with the click of a button. Whether you're looking to capture the attention of new collectors around the world or for an easy way to experiment with your gallery's programming, Online Exclusive shows can play an essential role in enriching and expanding your gallery's online presence while saving you time and money.

[Learn more about all the ways Artsy can help make your gallery more accessible and discoverable to collectors.](#)



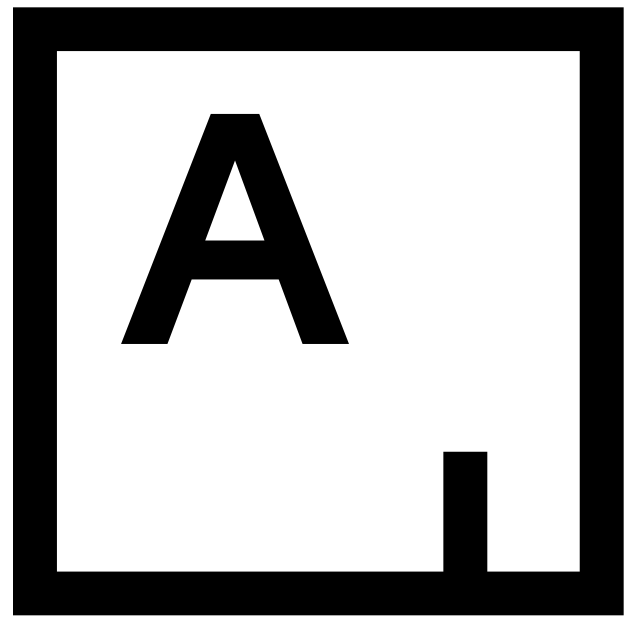


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