



Art Show Roadmap

This roadmap guides you through organizing an art show, from planning to execution. It covers artist selection, marketing, venue setup, and event coordination.

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Concept & Planning



Define Theme

Create a compelling concept that unifies the exhibition.



Budget Planning

Determine costs for marketing, insurance, and venue.



Schedule

Choose optimal dates and create a guest list.



Funding

Explore grants, sponsorships, and ticket sales options.



Artist Selection & Coordination



Review Submissions

Evaluate artist portfolios and proposals.



Confirm Participation

Contact artists and finalize contracts.



Logistics Planning

Arrange artwork delivery and pricing agreements.



Create Documentation

Develop artist bios and statements for display.

Marketing & Merchandising

Marketing Strategy

- Develop comprehensive marketing plan
- Design promotional materials
- Schedule social media content
- Hire professional photographer

Merchandising Plan

- Source prints, cards, and apparel
- Establish pricing structure
- Plan online sales platform
- Organize shipping logistics

Venue Preparation

Space Planning

Design the exhibition layout for optimal visitor flow.

Equipment Sourcing

Order lighting, display stands, and signage.

Technical Setup

Coordinate electricity, internet, and entertainment needs.



Art Installation & Final Prep

Art Delivery

Schedule and receive artwork from artists.

Final Walkthrough

Address any issues before opening night.



Installation

Hang artwork according to planned layout.

Lighting Setup

Adjust lighting to highlight each piece.

Opening Night & Exhibition

Opening Reception

Host guests, provide refreshments, and introduce artists.

Public Exhibition

Monitor visitor engagement and address inquiries.

Ongoing Promotion

Update social media with photos and highlights.

Sales Tracking

Record artwork sales and follow up with potential buyers.



Show Dismantling & Evaluation

