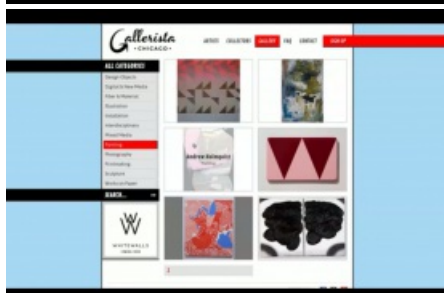


Gallerista

Chicago, United StatesChicago, United States



Joshua Herrington



Organization type:

hybrid

Project Stage:

Start-Up

Website:

<http://www.galleristachicago.com>



- [Arts & culture](#)
- [Social Investment](#)
- [Community development](#)
- [Citizen sector](#)
- [Technology](#)
- [Philanthropy](#)
- [Social enterprise](#)

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

While many businesses exist in neo-classical logics of supply and demand, artwork holds a preternatural course throughout its "commodified" lifespan. Because artwork to be sold, traded or gifted holds firstly a cultural value, an inherent sometimes inexplicable value, the actual sale takes place in sociologically charged spaces, between artists, gallerists (if represented) and collectors. But what happens to art online?

Digitally adapting to an untraditional, multi-faceted market, Gallerista explores a new channel for artists and audiences to connect. Creating an online space dedicated to exhibiting artists, selling work in a respectful manner and driving informed consumership, Gallerista aims to promote the ideals of collectorship, reframing the ways in which we purchase art online.

About You

Organization:

Gallerista

About You

First Name

Joshua

Last Name

Herrington

Title

Director / Founder

Email

director@galleristachicago.com

Twitter URL

<http://www.twitter.com/GalleristaChi>

Facebook URL

<https://www.facebook.com/pages/Gallerista-Chicago/417800031614356>

About Your Organization

Organization Name

Gallerista

Organization Country

, IL, Chicago, Cook County

Country where this project is creating social impact

, IL, Chicago, Cook County

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Project description

What are your organization's top three priorities in the next year?

At Gallerista, our top three priorities for the next year include, but are not limited to:

-Provide practicing artists with a user-friendly online platform within which they may develop new audiences, sell work directly to patrons and discover colleagues within their medium.

-Promote the ideals of collectorship to novice and seasoned collectors alike by hosting innovative programming and developing partnerships with like-minded organizations, as well as arts-conscious businesses.

-Facilitate a strategic one-year plan so as to set measurable outcomes and goals in order to remain focused upon our mission and ensure sustainability for the future.

Your project

Project Support

Need #1

Opportunity Analysis

Need #2

Consumer/Audience Acquisition

Based on your first choice of the eight technical categories you selected above, what is your specific project need? Please be specific!

Gallerista seeks financial and peer-guided assistance to facilitate a SWOT Analysis to determine its strengths and weaknesses, informing and shaping the goals we would commit to in a written strategic plan. Working side by side with a professional independent contractor, or team devised through Serve2Gether, Gallerista will look at its surrounding environment, data (both online and in real-time), and feedback, thereby determining the actions appropriate for its sustainability.

With a SWOT Analysis administered, and with help from advisors through Serve2Gether, Gallerista will be in a strengthened position to create a strategic planning document, guiding goals that can be procured through the report. This essential itemized document will serve as a compass to steer the business as it gathers momentum, expanding in participant artists as well as patrons. By creating a written response to the findings of the SWOT Analysis, Gallerista can individualize measurable outcomes to ascertain successes and mitigate challenges throughout this period of growth.

What three characteristics or qualities do you prioritize in working relationships/partnerships?

1.

Shared Vision

2.

Open and Honest Communication

3.

Environment of Mutual Understanding and Compromise

Will support from American Express be focused on your organization overall or a specific product/service? Please describe.

Gallerista seeks the support of Serve2Gether to help shape the infrastructure of the business as a whole. Working side by side with consultants, Gallerista will work to shape prioritized objectives, measurable goals and develop a strategic plan to ensure its sustainability. Gallerista is interested in leveraging this opportunity to include partners across the citizen, municipal and private sectors, allowing for a robust discussion on how best to serve independent artists and creatives within the economy. We're not interested in simply building a business, but a more visible market.

Have you focused on the above area previously? If so, please explain, including whether you have worked with outside consultants before.

At this time, we have yet to seek outside professional help for creating a strategic plan. However, by creating our own business plan, Gallerista has laid the groundwork for how it currently operates and what our goals are, keeping our vision in front of us at all times.

Are you able to commit 3-5 hours/wk over 10-12 weeks?

Yes

Are you able to meet virtually or at a convenient in-person location?

Yes

Are you able to meet in the city where your organization is based?

Yes

Impact

Rank your three intended outcomes of this project:

1.

Independent Consultants SWOT Report

2.

Written One Year Strategic Plan

3.

Implementation of Goals set forth in Strategic Plan over course of following year

What has been the impact of your solution to date?

Gallerista has received interest from artists as well administrators both within and outside of the traditional gallery system for its focus on collectorship and informed consumership. Launching in November 2012, the site has already been revamped to include the secure purchase of artwork via credit card. This involved a reconfiguring of company culture as the business was started as a search engine for artists, with the intention of selling work through private studio-visit appointment setting. We are now currently adding artists to the site, highlighting artists and their work through Social Media, and are beginning to reach out (and be contacted!) for strategic partnerships with like minded organizations and arts conscious businesses.

What is your project future impact after receiving professional support from American Express?

By receiving professional support from American Express, Gallerista will not only plan for its future, but also be able to possibly avoid some of the pitfalls that occur in any small business venture. By having a partner as well-versed in business infrastructures as American Express, Gallerista will be better prepared for the challenges which face businesses as they seek to build audiences, promote services and invest back in their community. Chicago is only our proving ground. Our goal at Gallerista is to be able to facilitate the solutions we work on here in other cultural hubs throughout the United States. By investing in Gallerista at this crucial time, American Express will be making long-term investments within visual arts commerce for what we hope are generations to come.

Source URL: <https://www.changemakers.com/serve2gether/entries/gallerista-chicago#comment-0>