

SATURDAY · 2 HOURS · MUNICH

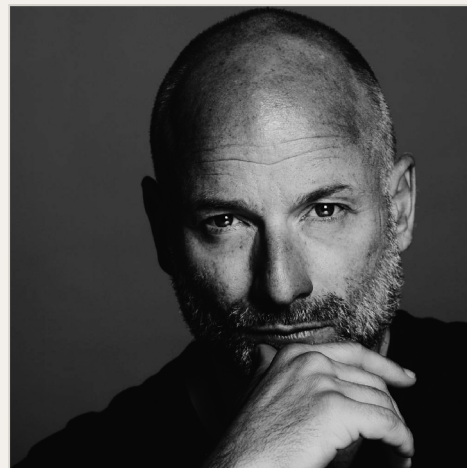
# ARTist Coaching 101. For Artists.

Where does my art stand right now? How do I make a living from my art?

The path into the gallery — the holy grail?

Art fairs — yes or no?

Social media — curse and blessing in one?



**BENJAMIN ECK**  
GALLERIST  
GALERIE BENJAMIN ECK · MUNICH

FORMAT

Workshop · 2 hours

WHEN

Saturday, ARTLAB Munich

FOR WHOM

Artists

BRING ALONG

Your portfolio, your curiosity, your questions

THE FOUR BLOCKS

GALLERIST'S PERSPECTIVE · INTENSIVE · DEMANDING

BLOCK 01

**Who am I — and if so, how many?**

Portfolio review, positioning, artistic identity. AS-IS → TO-BE analysis from a gallerist's perspective.

BLOCK 02

**The path into the gallery.**

How the gallery market really works. What gallerists look for. Consignment, commission, contract — the holy grail, or just one path among many?

BLOCK 03

**Reach. Fairs, associations, collectives.**

How to become visible beyond a single gallery. Multipliers, curators, national and international reach.

BLOCK 04

**Coaching 101 — your goal.**

Personal 1-on-1 mentoring with the gallerist. Focus, direction, lasting support — drawn from 20 years of gallery practice.

WHY I DO THIS

**Two decades. More than 180 artists.**

**20 years**

GALLERIES IN GERMANY

**180+**

ARTISTS GUIDED

**Worldwide**

FAIRS & MUSEUMS CURATED

Building, discovering and developing artists — that's been my goal for the last two decades. More than 100 artists positioned and represented, both nationally and internationally. Exhibited on fairs worldwide and curated for museums.

What you need is a hook, a signature — your own unmistakable handwriting. And above all: a network and a vision. A strategy and a set-up of intent — and someone who creates these connections.

**What you need is a hook, a signature — your own unmistakable handwriting.**

Reserve your spot →

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Galerie Benjamin Eck · ARTLAB Munich