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### **ART GALLERY ORGANIZATIONAL STRUCTURE**

**Abstract:** *Types of art galleries and principles of their organization. Relationships between artists, sellers/collectors, and buyers/viewers in a gallery setting. An art gallery is a space designed to display fine art. Pieces on display are often for sale. Sometimes art galleries are called art museums. An art gallery is a room specially designed for viewing works of art; a public, public, or private enterprise permanently engaged in the exhibition, preservation, study, and promotion of art.*

**Keywords:** *Sat'at Gallery, artists, buyers' taste, value of works, auction, professionalism*

The art gallery is the absolute guarantee of the quality of the work sold. Its reputation and, accordingly, trust has been developed over the years due to competent work with artists and buyers, competent selection of goods and professional work of specialists.

T. M. Milyukova offers a classification of art galleries. There are seven types of them: - a gallery focused on art movements (designed to show the art of a certain group of artists united by loyalty to one direction, movement or school) - - a gallery specializing in art types (one represents the interests of a certain group of artists united by the field of art: or painting, graphics, photography or plastic arts or arts and crafts, etc.); - gallery of “personal direction” (working with individual artists of different genres and art types, who may belong to different directions, schools, currents. - gallery of one artist - - of one painting gallery (the originality is

expressed in a certain form of construction of the exhibition space, where only one work appears in front of the viewer at each changing exhibition. This method of exposition, which is very suitable for the museum, is an art gallery of modern art is not suitable for, because the gallery is a commercial institution); - gallery-salon (purely commercial enterprise established for the purpose of maximum profit through the sale of works of art); - virtual gallery. E. A. Melikhova classifies galleries "according to their purpose" as follows: "gallery"-do "mines" or "salons", "gallery-showroom" and "gallery-club".

The main stages of creating an exhibition in a gallery. An exhibition means displaying products, works of art, documentary materials. Exhibitions are organized in the galleries, which are the result of scientific and research work in the field of visual arts. Exhibits are not for sale. Galleries organize exhibitions without selling the exhibits, exhibitions where works of art can be purchased, and some exhibitions have the sole purpose of selling. Work on the preparation and holding of the exhibition can be divided into four stages: • scientific research work and collection of materials (a sufficient number of materials and documents have been collected on its topic, the exhibition catalog prepared); • development of the exhibition concept (with specialists in this field, managers participate in the development of the exhibition concept).

The ideological and thematic plan of the exhibition is made in relation to its goals, the place where it will be held and the guests who will see it. After the general concept of the exhibition and its technical structure are defined, the collection of exhibition materials related to the content of the exhibition begins. The materials are divided into blocks according to the thematic content of the exhibition, which provides a logical sequence of introducing the exhibits to visitors and facilitates the perception of the exhibition as a whole); \* preparation of the design and architectural project of the exhibition (experts call this project the "mirror" of the exhibition, and in its preparation, together with the museum staff and exhibition organizers, the designers who designed the overview of the exhibition, its thematic sections and architects participate, develop a scheme for the

movement of visitors through the exhibition); • setting up the exhibition, protecting the exhibits, working with visitors during the exhibition (the main thing is to emphasize the most important exhibits in the exposition. The criterion for this is their artistic value, originality, novelty, as well as their importance in revealing the theme of the exhibition it can.

Description of exhibits, records should contain basic information about the exhibit, time and place of its origin. Protection of exhibits is an important element in the preparation of an exhibition, especially when works of art, rare and unique items are displayed). At the stage of preparation of the educational and popularization part of the exhibition program, the following should be carried out: ü equip the exhibition with appropriate equipment (projectors, video systems, sound equipment), make the necessary sound recordings (excerpts from music, speeches, theater performances, radio broadcasts and others) provision. Sometimes it is required to prepare a special audiovisual composition that visitors can see and listen to on special monitors placed at the exhibition; ü organization of preliminary information and advertising work (preparation of posters, invitations, placement of paid advertisements in printed publications, publication of the exhibition catalog, holding of a press conference, preparation of the procedure for opening the exhibition); ü preparation of the popularization program of the exhibition (video and film screenings, lectures, interviews in accordance with the concept and theme of the exhibition); ü educational program (exhibition tours, seminars, series of lectures, etc.). In some cases, the exhibition should provide an opportunity for independent research work, as in exhibitions at large specialized institutions.

Fairs, Dealerships, and Auctions as Art Market Entities An art market is a set of interacting entities and institutions that create, circulate, and consume art. One of the forms of commercial circulation of works of art is art fairs. An art fair is an occasional place to buy and sell works of art. Fairs can specialize in different genres, particularly fine arts.

The fair has several advantages • \* a variety of works of art are offered at the same time \* prices at fairs are traditionally lower than the market price \* all works

of art have passed a certain selection \* at the fair often different art market subjects with similar tastes and preferences are represented \* sale of many different professionally oriented, exhibitions, film screenings, printing and multimedia products within art fairs.

Another major commercial intermediary between the artist and the public is the auction. Auction (lat. auction-public sale) is a method of selling goods to the buyer who offers the highest price. The higher the demand for this product (usually due to its rarity or other qualities that are attractive to the buyer), the higher its price. The struggle of potential buyers to own this product increases its price. Sometimes the final price is higher than the market price, if the buyer is overcome by the desire to own the item or the desire to cancel all other offers, the item will set a price that will never be realized outside of the auction.

An auction is a market in its purest form: the price reached in the trading process is a compromise acceptable to both parties. Two main types of auction sales can be distinguished: • the English system, when the auction goes according to the principle of raising prices; • The Dutch system, when the auction is carried out according to the principle of price reduction. Auctions tend to attract as many visitors as possible, and while they certainly only care about paying visitors, everyone else plays their part as well - they build excitement in anticipation of breaking price records. Auction houses have a wide customer base and "advertised" name, for which they receive a commission, high transaction costs. On the other hand, there are undoubted advantages of selling at auction for the artist, his representative or the owner of the painting: • the sale of the desired work can be done in a very short time • the final price can be significantly higher than the market price. information is public domain. This information is clear to all market participants and can play both in favor of the artist (in the case of record sales) and against him (in case of failure - a low price or removed from the auction).

Information is distributed instantly and many participants in the art market will find out what happened. The size of the art market is usually estimated

through auctions, as they are probably the only reliable sources for estimating the size of the art market. It is possible to talk about the prices formed for certain works of art by selling works of analogues 7-10 times. A single sale cannot be the final price, because it can often be perfect for non-objective reasons – excitement, competition, desire to own, etc. The activity of auction houses for a long time formed a special stock culture, which is especially characteristic for the sale of works of art. Art dealer - in the modern sense, a specialist who buys and sells works of art, in other words, a merchant from art. The basis of the art dealer's professional activity is the search for new talented artists, establishing relationships with them in order to promote and sell works. This is the first part of the professional career of an art dealer.

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