At its heart, the Gallery is all about its collections and its visitors. The Gallery has a responsibility to look after the works of art that have been bequeathed and donated to them by its various founding collectors. In commissioning works by contemporary artists, it not only develops its collection but also supports artists as Wilson and Hussey did before. Making sure that a visit is an enjoyable experience is also crucial to the role of the Gallery. This aim informs all its visitor services, from the wide learning programme to the design of the gallery floor plan.

Pallant House Gallery depends upon a variety of financial services in order to exist. The price of admission represents some of this money but much of the Gallery's budget has to be found from grant applications (for example, to the Heritage Lottery Fund and Arts Council England), private donations and fund-raising initiatives. **Bobbie Rainbow** (2001) by **Peter Blake** is one of the “Art for All” multiples that was specially commissioned by the Gallery to be sold at an affordable price as part of the Pallant House Gallery Appeal to build the new galleries. 2000 prints were sold at £30 each, raising £60,000.

Pallant House Gallery employs 37 staff and is further supported by 250 dedicated volunteers. Each person plays an important part in the running of the Gallery. Key roles include: the Director (responsible for the overall management of the Gallery); Curators (who care for the collections and manage exhibitions); the Head of Learning and Community (who organises a range of learning activities for schools and community groups); and the Marketing Manager (who develops fund-raising initiatives, and produces the Gallery publicity material).

Curating an exhibition is a good way of exploring how a gallery works. The first task is to choose an exhibition theme. Next, the Curator must break down the exhibition budget into areas such as staff time, publicity and the costs involved with tie-in events. The Curator must also ensure that the exhibition is accessible to all visitors. This can be done by making the exhibition space physically accessible, producing text panels that give background information to displayed artworks, or holding events (lectures and activities) that help visitors to better understand the exhibition themes.
Everyone plays their part

- Write a ‘day in the life’ of someone involved in an art gallery. You could imagine yourself as the Director or Curator, an Artist exhibiting work, a Receptionist, Custodian or perhaps a Cleaner - what would it feel like being responsible for keeping these artworks spic and span? Whoever you choose to be, you’ll have to consider the duties that person needs to perform throughout a typical day and the things they need to think about.

Interpretation

An important part of running an art gallery is making it accessible to the public. Text panels on display in the gallery help visitors by giving them information about the exhibition, and so do reviews in newspapers, magazines and on the internet. 
• Write a review of an exhibition you have seen at Pallant House Gallery. Think about who your review is aimed at and use suitable language.

Publicity

• Design a poster for an exhibition at Pallant House Gallery - you could choose to publicise the gallery and its permanent collection or a temporary exhibition. Refer to the gallery’s existing publicity to see what things you need on a poster - like the Gallery and funder’s logos, opening times, dates and admission prices. What other things might a poster need to include?

Think about....curating your own exhibition

If you were asked to curate an exhibition at Pallant House Gallery, what theme would you choose to base your exhibition around? Why?

Which 3 images from Pallant House Gallery’s collection would you include in your exhibition, and why?

What kind of activities would you devise to help other students understand the theme of your exhibition?

Want to find out more? Visit these...

Websites
- www.pallant.org.uk
- Art Fund: www.artfund.org
- Information about different careers in an art gallery: www.gallery-jobs.org/jobs

Places
- Find out more about Pallant House Gallery’s Art Management Programme: www.pallant.org.uk

Other artworks
- Model Gallery 1934, various artists
- The Ministry (Health and Education) 2002 by Langlands and Bell

A member of staff hanging a picture in the Gallery