Online Visibility Benefits

Our aim is to show and promote only select artists at a time. Most art platforms today are a “free for all” soiree with a large number of images. Artists profiles are lost and just about anyone with Internet access can sign up.

The goal is to give each approved artist the convenience of a personalized online gallery, as well as the prestige & honor of exposure in a major art city by not only taking their profile directly to art buyers, sponsors and philanthropists but also helping artists gain exposure via the deployment of personalised web marketing tools.

Galiara is a also a sponsor of some of the leading events in the San Francisco Bay Area from time to time. Artists is Residence regularly take part in these events.

Artists affiliated with us not only get instant visibility from our past patrons, sponsors and donors but also access to personal consultant curators to help promote their works.

Every affiliate artist can enjoy the benefit of running and promoting their own galleries under our umbrella and guidance.

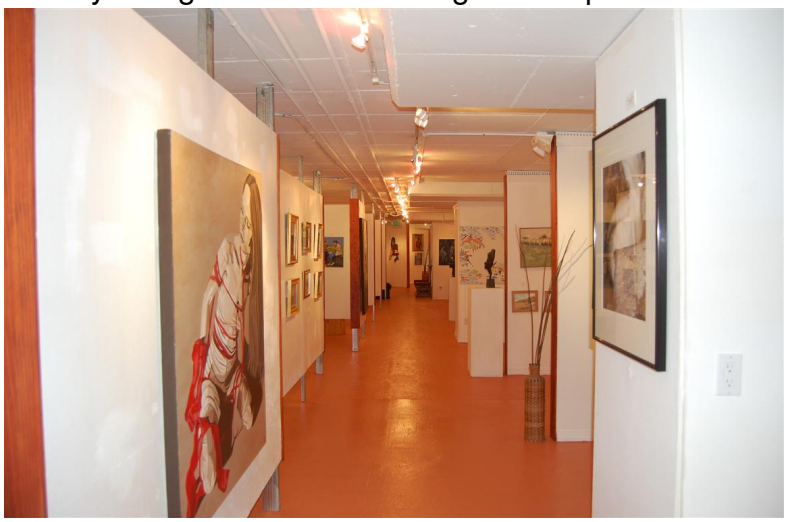
In premium art centers such as San Francisco and New York where artists are vying to create a niche, showing and promoting an artist requires an institution to to allocate huge resources such as staff, time and money. Galiara has about 15 promotional outreach programs for artists. Depending on how well known an artist is in our region, (best gauged by the curatorial board) the selection team models an outreach plan best suited to that artist. Artists can also take advantage of the gallery's marketing and social media expertise by speaking one-on-one with a counselor curator. Artists known in California and San Francisco / Silicon Valley are regularly selected for fully sponsored shows.

San Francisco being a major art center, submissions year round are overwhelming. We find it difficult to sift through attachments, web links & websites. Most artists' personal websites do not do full justice to their work. Based on our own requirements, our curatorial board has created a technically systematized and convenient submission process, online, thereby freeing up staff to

focus on outreach program for an artist.

Galiara Goals, Features & Benefits

1. **Premier exhibit opportunities in the most prestigious art city of the western hemisphere - San Francisco** .
2. California State Assembly recognition for mentoring and empowerment of emerging artists



3. Continuously get artists names out in niche markets through tailor-made programs.
4. **Regular sponsor of events visited by political, movie, and media celebrities and regular buyer visits.**

5. **A unique combination of a physical presence and online empowerment to reach out to wider mass around the world.**

The goal is to create the same experience, online, as showing with us in our gallery.

1.

Participation in in-house gallery programs and displays sponsored by Galiara

2.

Continued Visibility in a prestigious art city of the world.

3.

Online Personal Gallery and store with shopping cart capability

4.

Comprehensive profile including alternate professions, videos, merchandise, etc. through per-artist classifieds.

5.

Interface and exposure to gallery patrons, art galleries, brokers, and collectors

6.

Inclusion in newsletter outreach program to corporate & foundations

7.

Access to Grants.

8. **Opportunity to get a sponsored show in galleries by our corporate affiliates**

9. Automatic enrollment in the bi-annual Cash Endowments (by our sponsors)
10. Automatic enrollment in the bi-annual juried art competition.
11. Automatic enrollment in the all expenses paid Artist-in-residence programs in San Francisco & Silicon Valley
12. Social media outreach

Unlike online galleries which display work on websites only, we have managed and

operated physical art shows in the premier San Francisco museum and art district (in addition to our online infrastructure). We have a dedicated team to engage with the artists for promotion of artwork in different outlets, including in-gallery events. The online and large physical gallery combination experience helped us to further empower artists in today's social media challenges. Exposure through the physical art shows is limited and therefore our main focus area is empowerment of artists who cannot be with us in San Francisco.