

TITLE: *CULTURERS*

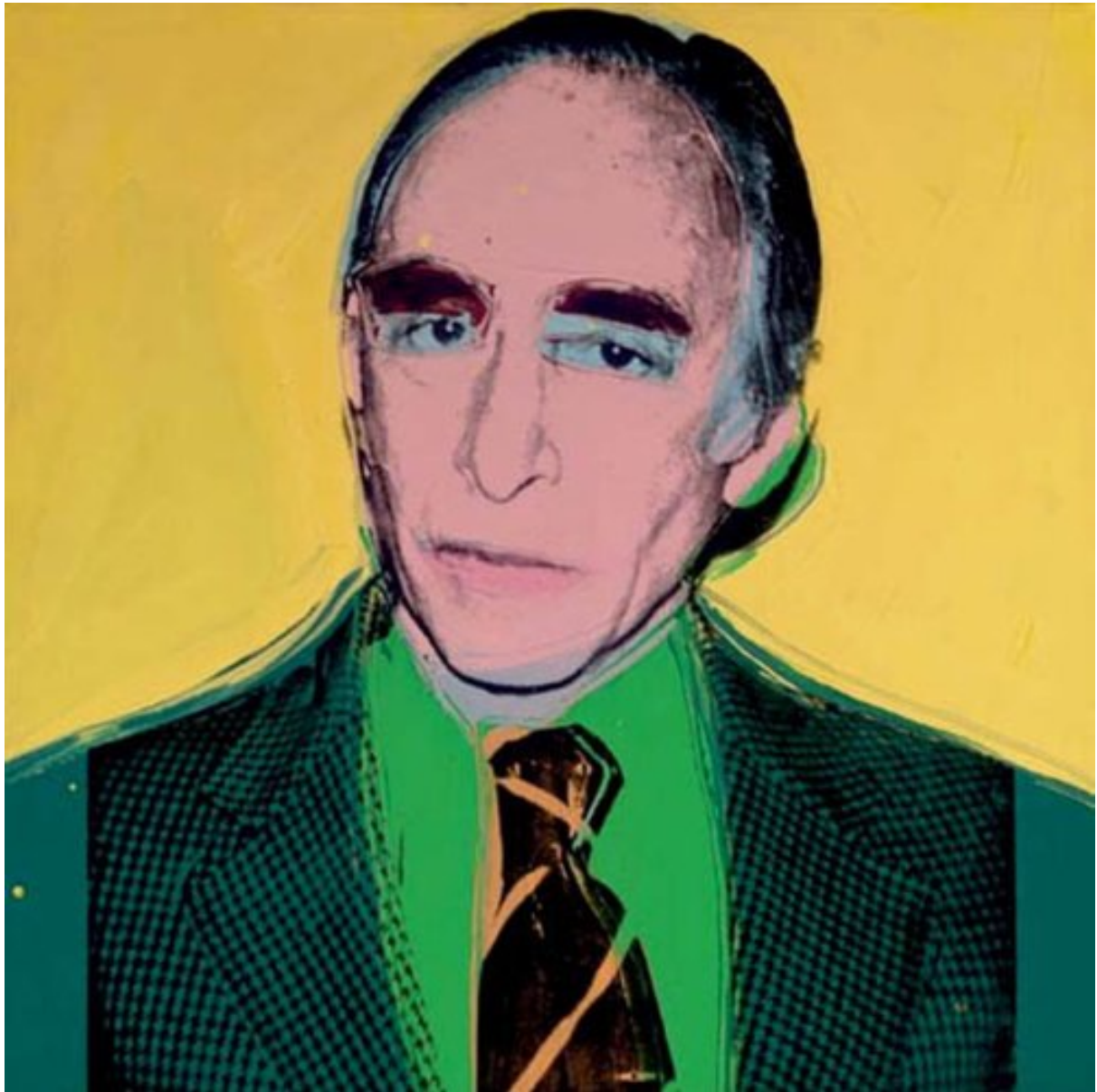
PROGRAMME LENGTH: 1 X 120 MINUTES

PROGRAMME TYPE: DOCUMENTARY

SUBJECT: ART DEALERS

LOG LINE: WE TAKE A CRITICAL LOOK AT THE INFLUENCE
OF THE ART DEALER ON MODERN AND
CONTEMPORARY ART

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"Thousands of people have seen shows in my gallery, and I like to think these shows have had their impact on the development of art."

Leo Castelli

"CULTURERS"

INTRODUCTION

When we talk about art we generally focus on the artists and their work.

Little if any time is given to the conduit through which art comes to the world, the dealer.

"Culturers" is a two-hour documentary about the role the art dealer plays in the development of art.

OUTLINE

I see commercial art galleries as something akin to the independent record label.

Each gallery has a maverick at its helm championing specific art and artists. One such dealer was Leo Castelli.

Seen in the Andy Warhol portrait above, Castelli was a key figure of American art for fifty years, representing artist such as Jasper Johns and Robert Rauschenberg.

Without Castelli or dealers like him we would not know most of the art and artist we revere today.

In a mix of interviews and archive we study the history and broader influence of the art dealer.

We explore the role they play in finding, nurturing and promoting artists.

By juxtaposing profiles of dealers past and present we will show how the dealer shapes art and the wider culture.

CONCLUSION

We argue that the art dealer is the unsung hero in modern and contemporary art.