



Project Franchising monogramma  
Galery of contemporany art

[www.monogramma.it](http://www.monogramma.it)

Info : 0039 3291355491  
[infomonogramma@gmail.com](mailto:infomonogramma@gmail.com)

via margutta 102, Roma - Italy  
[www.monogramma.it](http://www.monogramma.it)



- In November 1976, in Reggio Calabria, a new space was created for art, it grew quickly and became a hotbed of initiatives, ideas and proposals. Artists and young promises exhibited alternating canonical languages and transgressive hypotheses. Poetic and varied themes open up intense debates, while ideologies and cultures confront each other. In November 1996, this twenty-year old experience, matured between reality and illusion, moved to Rome in via margutta.
- The gallery enhanced its qualities to enrich its story by living in new scenarios. As always, dialectical comparison was needed. This is why, proud of its "scuderia", "Exempla" the first exhibition. The path continues by searching new artists and by enhancing the artists already acquired, to date there are 180 personal shows made by beginners, historicized artists, historical groups on the national artistic scene. From these 180 artists, a certain number have been extrapolated who run today with the monogramma brand for galleries, institutions, auction houses all over the world, achieving excellent market performances.



## Development plan

- The objective of the company is the establishment of a network with a monogramma brand of contemporary art galleries, which, working through the franchising formula, develop in synergy, providing new opportunities for young artists and profitable economic returns for investors.
- In order to guarantee the correct pursuit of the objectives, the development in the first three years should include the creation of a number of at least 5 stores per year; this in order to allow the appropriate development of the project and the correct organizational commitment.



## The work group

- In the start-up phase, the board of directors consists of the CEO sponsoring company, the commercial director and the artistic director of the monogram brand;
- The CEO will control the entire organization.
- The sales manager will coordinate the development and start-up activities of the sales points and, in agreement with the Board of Directors, will define the management standards.
- The artistic director will take care of the artistic aspects of the project, managing relations with the artists and defining the exhibition calendars.



## Market situation

- At present there are no major development projects in the artistic sector with the franchising formula.
- Our proposal represents a real novelty in the national art scene and involves the grafting of management techniques typical of large-scale distribution in the context of the Art Galleries.



## Needs and opportunities

- The need of young artists to find spaces in which to exhibit their works, following an organic project of development of their own activity, thus obtaining the possibility of proposing themselves to different markets, represents at the same time the opportunity for the development of a project of monogrammed brand networks between galleries that operate in synergy offer a market to young artists and capture the new commercial opportunities that such an initiative could offer to their investments.



## Main lines of the plan

- The fundamental objective is the establishment of a monogram brand network, always in connection, and which, through Internet connections, is able to support each point of sale, guaranteeing each "gallery" the possibility of accessing the general catalog of works , to useful data and to all information that could be shared.
- To know the activities in progress on all the monogram group's galleries and the possibility of marketing works allocated at other points of sale.
- To have available a series of services predefined by the network, ranging from banking relationships, to commercial agreements to the realization of local events aimed at promoting the sales point.

# Main lines of the plan

- In summary, the project provides for the definition of managerial and organizational standards of mercantile activity, the development of a method for identifying new opportunities and the definition of an activity plan to always maintain the public's interest in the point of sale.
- The elaboration of a merchandising plan, aimed at creating daily turnout at the point of sale, for the realization of daily income, through the sale of personalized gadgets, with the monogram brand. Naturally made in a limited and numbered edition.
- An example could be the "monogram art t-shirt", that is the marketing of a t-shirt showing the print of a work produced by the artists directly and exclusively managed by the network and the chronomargutta watch (monogramma series).



## Three-year objectives

- To reach in the third year a number of points of sale belonging to the monogram brand between 5 and 15;
- To make every single point of sale, the point of reference within its own market, for young artists who intend to show themselves to the art market, thus proposing the entire monogram brand as the reference for young people on the national art market.
- The expected monthly turnover for a single point of sale must be at least € 15,000.00 in the first year, that is about 10 works worth about € 1,500.00 and € 1,000.00 of gadgets. These values are indicative and do not oblige to respect the hypothetical budget foreseen.



## Resources needed

- • An annual Entry Fee of € 30,000.00 (thirty thousand) will be required, which includes the use of the monogram mark, the transport of the works (up to the destination customs), the creation of the color catalog relating to the exhibition, the invitations, the communication at the international level of the exhibition itself, a work given by the artist who exhibits, everything is monthly at our expense.
- • A necessary tool for development is the correct identification of suitable locations for carrying out merchant activities, as well as the identification of valid partners who perform the role of franchisee;
- • The furnishing of the galleries (to be paid by the franchisee) must be absolutely essential and in line with the parent company, focusing on continuous interaction with the headquarters through Internet connections, so the investment will be on a suitable IT system in addition to human resources for the point of sale;
- • Human resources are the most decisive strategic element both in the figure of the franchisee and of a collaborator assisted by it, for the day-to-day management of the sales point, and in the case of possible external collaborations, (eg a team of sales men);
- • Among the strategic human resources, but with direct management of the company promoting the project, particular importance is represented by the artists who work, under contract, with the company.



## External resources

- The launch of the activity will be accompanied by the search for partners who can provide essential services to the life of the monogram brand, for example:
  - A computer supplier;
  - A software house that develops a specific management program based on specific company inputs;
  - A provider of high-speed telephone services;
  - A banking organization partner of the project.