

Gallery Press Kit Checklist

Assemble and audit a press-ready folder

Version 1.0 - August 19, 2026

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Mark an item complete only when the asset is current, approved, clearly named, and present in the shared folder. Keep private prices and collector data outside the press kit.

Required materials

- [] Gallery overview: one current paragraph with location, program focus, and founding year where relevant.
- [] Exhibition press release: final title, artists, venue, address, dates, opening details, and press contact.
- [] Artist biographies: short, third-person, fact-checked, and consistent in length.
- [] Exhibition checklist: artist, title, year, medium, and dimensions for every displayed work; no prices.
- [] Press contact: one named person with direct email and, if appropriate, phone number.

Supporting materials

- [] One-page fact sheet with confirmed institutional facts and selected milestones.
- [] Selected previous coverage as direct links with publication and date.
- [] Installation views from the current exhibition or a relevant previous presentation.
- [] Short approved quotes only when speaker, wording, and permission are confirmed.

Image and caption audit

- [] Every image has a descriptive filename rather than a camera-generated number.
- [] Every artwork caption includes artist, title, year, medium, dimensions, and photo credit.
- [] Installation captions identify exhibition, venue, city, year, and photographer.
- [] Rights holder and permitted press use are recorded for every image.
- [] Web previews are provided; high-resolution originals are available by a separate link.
- [] No watermark, crop, or color change conflicts with the permission terms.

Folder and file structure

- [] 00_READ-ME - summary, press contact, folder map, high-resolution link, and last-updated date.
- [] 01_PRESS-RELEASE - final PDF plus a copyable DOCX or text version.
- [] 02_ARTIST-BIOS - one clearly named file per artist.
- [] 03_IMAGES - web previews; high-resolution files linked separately.
- [] 04_CAPTIONS - one master sheet matching every image filename.
- [] 05_CHECKLIST - public exhibition checklist without prices.
- [] 06_COVERAGE - selected links or rights-cleared PDFs.

Final handoff audit

- [] Names, titles, dates, dimensions, addresses, URLs, and contact details match source records.
- [] Tracked changes, comments, brackets, and internal notes have been removed.
- [] Every link opens for someone who is not signed into the gallery account.
- [] The folder is view-only unless a collaborator needs editing rights.
- [] The press release and biographies contain copyable text, not image-only scans.
- [] A second person found the release, captions, and high-resolution images from the shared link.
- [] The owner and next review date are recorded in 00_READ-ME.

Worked example - fictional

Project	North Room Gallery - Between Light and Surface
Owner	Alex Moreno; last checked August 19, 2026
Texts	Final release in PDF and DOCX, three 120-word biographies, and a public checklist for twelve works without prices.
Images	Six web previews and six originals. The caption sheet records artwork data, photographer, rights holder, and approved press use.
Audit result	One installation image was withheld until its credit was confirmed. An external test user opened the view-only link and found every priority asset.

Project notes

Folder owner:

Last updated:

Next review date:

Missing permissions or facts:

Handoff tested by:

Reuse

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Resource author: Brandstory, prepared with AI assistance. Reviewer: no independent external reviewer.