



GRETA ZUCCALI

GALLERY MANAGER | ART MANAGEMENT

ABOUT ME

With over eight years of experience as a contemporary art curator and consultant, I founded Hub/Art Exhibition to bring artistic visions to life. I specialize in developing and executing art projects from initial concept to final installation, ensuring every detail is expertly managed.

My expertise encompasses:

- **Curatorial Vision:** I craft compelling artistic narratives, selecting impactful artworks, designing immersive exhibitions, and writing insightful critical texts.
- **Project Leadership:** I manage all aspects of exhibition logistics, including venue selection, installation, and deinstallation, while fostering strong relationships with artists and partners.
- **Strategic Communications:** I develop comprehensive communication strategies, creating engaging content for catalogs and press, managing social media, and securing press coverage to maximize project visibility.

SKILLS

- Public speaking
- Media Relations
- Networking
- Strategic communication
- Graphic design software (Canva, Adobe Suite)
- Email marketing (Mailchimp, Substack)
- Wordpress
- Video editing (CapCut)
- Microsoft Office 365

CONTACTS

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IT: Via Donatello 27, Milano

SOCIAL NETWORK

Instagram: @gretazuccali /
@hubartexhibition
Linkedin: Greta Zuccali / Hub/Art

WORK EXPERIENCES

Hub/Art Exhibition ltd (from 2017) Milan/Barcelona Director & Art curator

- Curate exhibition programs and oversee installation, lighting and overall gallery logistics.
- Manage relationships with artists, collectors, curators, institutions, and key partners.
- Coordinate gallery operations, events, openings, and communications.
- Oversee sales processes, pricing, inventory management, contracts, and documentation.
- Manage the gallery's digital presence, including website and social media
- Advise private and corporate clients on art acquisitions and collection strategy.
- Conduct market research, artwork valuations, and due-diligence assessments.

Main clients

- YouNique Fair of Arts (Lugano)
- ITSLIQUID Group (Barcelona)
- Corals Gallery (Milano)
- INES Arte (Faenza)
- Jean-François Cazeau (Paris)

Interface FM Europe (2019 - 2023) Paris/Milan Event manager

- Planning and coordination of corporate and client engagement events.
- Managing budgets, logistics, and supplier relations (venues, catering, AV, design, etc.).
- Developing event concepts and communication materials aligned with brand identity.
- Supervising on-site event operations and post-event evaluation.
- Supporting marketing and communication strategies through event-based initiatives.

L'Essenziale Studio, Artuu Magazine, Juliet Art Magazine (From 2018)

- Exhibition reviews
- Artists interviews
- Art writing
- Content selection and evaluation

24Ore Business School Milano (2022)

Workshop leader in curating and exhibition management

PAC - Padiglione Arte Contemporanea di Milano (2016)

Assistant PR and social media manager

EDUCATION

EAC Ecole d'art et communication (Paris)

Master's degree in Art Market Management

Università Cattolica del Sacro Cuore (Milan)

Master's degree in Law

Marketing Espresso Academy (Online)

Copywriting and social media strategies

LANGUAGE SKILLS

- Italian: native language
- English: professional (C1)
- French: intermediate (B2+)