

PRATITI SHAH

Manager & Curator

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RÉSUMÉ

Highly accomplished and results-oriented Senior Gallery Operations & Curatorial Manager with over 10 years of experience, including 4 years leading comprehensive operations for a UK-registered online contemporary African art gallery.

Proven expertise in driving digital strategy, international art fair participation, logistics, client relations, and curatorial development. Adept at streamlining complex processes, fostering artist relationships, and enhancing global visibility for diverse artistic narratives. Seeking to leverage multifaceted skills in a dynamic, growth-oriented role within a leading art institution, marketplace, or commercial gallery.

PROFESSIONAL EXPERIENCE:

Manager & Curator at TAAH (The African Art Hub) in association with Clarence International Limited, London, UK.

- The African Art Hub (TAAH) is a UK-based online gallery, dedicated to advocating for African artists and providing them with global exposure through collaborations with galleries and participation in prestigious art fairs.
- Founded in November 2021, TAAH has shown at 1 54 Contemporary African Art Fair in London (2023 & 2024), Marrakech (2024 & 2025), New York (2024 & 2025), The British Art Fair, London (2024) and lastly AKAA Paris (2024).

Manager & Curator | The African Art Hub (TAAH), London, UK (Remote)

November 2021 – Present

- * Directed all aspects of online gallery operations and strategic development for a UK-based contemporary African art hub, driving global exposure for artists and fostering collaborations.

- * Led comprehensive participation in 5+ international art fairs annually (e.g., 1-54 Contemporary African Art Fair across London, Marrakech, New York; British Art Fair; AKAA Paris), managing end-to-end logistics, client engagement, and sales support.

- * Orchestrated digital presence and marketing initiatives, including website coordination and developing engaging content strategies for social media and promotions, significantly enhancing online visibility.

- * Managed full lifecycle artist and client relationships, from recruitment and liaison to ongoing support and after-sales service, cultivating a network of 15 artists and over 50 clients.

- * Streamlined essential business functions including recruitment processes, invoicing, and cross-border logistics, ensuring efficient and compliant remote operations.

- * Developed and authored diverse written content (exhibition texts, artist biographies, promotional materials) to articulate curatorial vision and support commercial objectives.



KEY INTERNATIONAL CURATORIAL PROJECTS

- * Strategically curated and managed 7+ prominent international art fair participations for TAAH from 2023-2025, including multiple editions of 1-54 Contemporary African Art Fair (London, Marrakech, New York), British Art Fair, and AKAA Paris.

- * Developed compelling exhibition concepts for each fair, showcasing diverse artists and thematic narratives, such as "All that is Hidden and Whole," "Strength in the Silent Storm," and "Intimacy of Memory".

- * Facilitated global exposure for 15 contemporary African artists through these high-profile platforms, significantly contributing to their market presence and TAAH's reputation.



PAST PROJECTS

2020 - 2021

- Art Consultant | TimeBlur Studios, Delhi, India

Consulted on the Nadi new-media art project, bridging Indian art and technology through generative sculpture and computer vision.

- Acted as Artist Agent for Parul Verma Bouvart, managing representation and related projects.

2016 - 2020

- Curator and Art Advisor | Gallery Ark, Vadodara, India 2016 – 2020
- Curated and managed over 10 solo and group exhibitions annually, showcasing diverse contemporary artists and themes.
- Successfully installed 6 public art installations at major urban development projects, enhancing community engagement with art.
- Provided expert art advisory to clients, guiding acquisitions and collection development.
- Collaborated with renowned artists and institutions on significant projects (e.g., co-curated with Waswo x Waswo).



OTHER CURATORIAL & RESEARCH ROLES

2015 - 2016

- Curator | 'To Whom It May Concern' (Solo Exhibition by Ajay Lakhera) | Galerie Romain Rolland Alliance Francaise de Delhi in partnership with Blueprint12 | 2016
- Assistant Curator | 'Sri Sri Lanka' (Solo Exhibition by Pala Pothupitiye) | TARQ gallery Mumbai | 2015 – 2016
- Curator in Residence | Blueprint12 Studio, Vadodara | 2015
- Awarded the inaugural Chinmoy Pramanick Memorial Award for Young Curators.
- Researcher | The City Palace Museum, Maharana of Mewar Charitable Trust, Udaipur | May – November 2013
- Artist Assistant | Jatin Das | 2011

EDUCATION

Maharaja Sayajirao University (MSU), Baroda,

- Masters in Art History and Aesthetics, Art Criticism from Faculty of Fine Arts, 2015.
- Bachelors in Visual Art (Painting) from Faculty of Fine Arts, 2008-2011

EXTRA CURRICULAR

Vice President Talent Management - AIESEC Baroda

2010-2011

- Under several occasions and job roles I have had the opportunity to learn from leading teams and organizing events as a part of my AIESEC experience.