



LONDON

ART BUSINESS

SEPTEMBER 2010 – OCTOBER 2011

MASTER'S DEGREE
POSTGRADUATE DIPLOMA

“The Master’s in Art Business degree gave me the knowledge, skills and focus to move from the legal profession to the international art market. A key element of the programme was my exposure to leading art market professionals and an international group of peers which have provided me with a truly invaluable network.”

Josh Pullan

MA Art Business, 2005
Worldwide Head of Digital Media Services,
Sotheby’s New York



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OVERVIEW

London is at the centre of the global art and antiques market, where dealers trade in Asian and Indian art alongside British and European. This is a \$60 billion plus industry, employing hundreds of thousands of professionals in small and medium-sized businesses as well as in a number of large enterprises, including auction houses, galleries, investment banks, insurance companies and other specialist service suppliers to the market.

Many of our graduates now hold responsible positions in the international commercial art world. The programme is not a business degree but a degree in the business side of art. It is designed for students with an art historical background who want to understand business theories and practice, as well as the technical and structural elements of the art market.

An important theme of the programme is its analysis of a wide range of art market sectors. Students learn how to evaluate and market art objects from antiquity to the present day.

Europe is home to a number of other significant centres for the art market, offering valuable comparisons with the London scene. Recent study trips abroad have included the Maastricht TEFAF Art Fair, and Contemporary Art Fairs in Turin and Paris.

SEMESTER 1

September – December 2010

- Art Markets
- Art Law
- Research Methodologies
- Business Planning and Finance
- Art Marketing

SEMESTER 2

January – June 2011

- Art Business Management & Strategy
- Art Investment and Valuation
- Ethics
- Interdisciplinary Group Project

SEMESTER 3

June – October 2011

- Dissertation (MA only)
Students prepare a dissertation under the supervision of their tutor

FACULTY

- Dr. Iain Robertson, Head of Art Business Studies
- David Bellingham, Programme Director
- Dr. Catherine Morel

Plus consultant lecturers including:

- Anders Petterson
- Dr Derrick Chong
- Professor Henry Lydiate

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