



NEW YORK

ART BUSINESS

SEPTEMBER 2010 – OCTOBER 2011

GRADUATE-LEVEL PROGRAM

“The program 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

Art Business, 2005
Worldwide Head of Digital Media Services at Sotheby's, New York



CONTACT

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OVERVIEW

New York City is home to the largest concentration of art galleries, auction houses, museums, foundations, art publications, and other visual-arts organizations in the world. The city's financial resources, its cultural diversity, its vast networks of artists, collectors, and arts professionals are unsurpassed. These features make New York a key hub of the global art market and a vibrant and inspiring place to study the art business.

The Art Business program at Sotheby's Institute of Art – New York promotes a thorough understanding of the fast-paced and ever-evolving international art world. The graduate-level program is designed for students with a visual-arts or art-historical background who wish to engage with the essential technical and structural elements of the global art and collectibles markets.

A uniquely tailored combination of academic study and hands-on instruction from top experts provides graduates with the economic fundamentals and management skills to compete for positions and perform effectively in the most demanding for-profit and not-for-profit visual-arts organizations, as well as the business and service organizations that support them.

During the three-semester course of study, the roles of auctioneer, dealer, collector, consultant, museum director, curator, insurer, lawyer, critic, marketing professional and other key art-world participants are explored in theoretical context as well as through direct encounters with members of these groups. Art Business graduates are forming the next generation of leaders in the global art world.

SEMESTER 1

September – December 2010

- Mapping the Art World: History, Markets and Institutions
- Research Methods
- Art Law
- Professional Practices 1
- Study visits (e.g. Art Basel Miami Beach)

SEMESTER 2

January – May 2011

- Art Business, Communications and Marketing
- Research Methods
- Ethics and Policy in the Art Profession
- Professional Practices 2
- Study visits (e.g. Berlin, Germany)

SEMESTER 3

June – October 2011

- Thesis (MA only)

Upon the successful completion of the two semester course of study, students receive a non-credit Graduate Certificate which may be accepted in transfer by Sotheby's Institute of Art - London. Students may then matriculate for the Master's degree by completing a dissertation (Master's thesis) in a third semester of independent study under the supervision of the London faculty. The MA degree is granted in collaboration with The University of Manchester in the UK.

FACULTY

- Peter Katz
- Tom McNulty
- Judith Prowda
- Mary Rozell
- András Szántó