

Sotheby's | INSTITUTE OF ART
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NEW YORK

SHORT COURSES

JANUARY - APRIL 2010

DAY COURSES
EVENING COURSES

www.sothebysinstitute.com/shortcoursesNY

Short Courses at Sotheby's Institute of Art - New York are offered throughout the year and provide unparalleled opportunities for participants to gain practical skills, knowledge and insight into the international art world. They are focused to meet the needs of those who have an active interest in art and art business but have limited time.

Courses are led by faculty from Sotheby's Institute of Art and international experts and practitioners in the field.

All New York courses are offered on a non-credit basis.

Additional information and booking form can be found on our website:

www.sothebysinstitute.com/shortcoursesNY



ART BUSINESS

THE DYNAMICS OF THE ART MARKET

ART MARKETING: CONCEPTS, TECHNIQUES AND TRENDS

Evening Course: 6.30 – 8.00pm

Dates: February 4, 11, 18, 25 / March 4, 11

570 Lexington Avenue, New York

Fee: \$600

This course gives students a solid overview of the principles and practice of art marketing. Grounded in the belief that a mixture of standard marketing approaches, combined with specialized strategies, important tactics (ever evolving daily in the Web 2.0 world) and organic trends, such as the proliferation of art fairs, are important to be effective in today's ever-changing marketplace. The course also discusses the future of the field, and provides insight from current professionals working in it.

This course is led by Clint White, Founder and President of the Arts and Culture Network Inc, which runs the boutique advertising and marketing agency WIT Media, serving a wide range of such organizations including well-known museums, art businesses, and cultural organizations.

THE GALLERY BUSINESS: NEW TRENDS IN NEW YORK

Day Course: Friday 10.00am – 2.30pm, Saturday 11.30am – 4.30pm

Dates: Friday January 29, Saturday January 30

2 sessions: Friday lecture at 570 Lexington Avenue

New York / Saturday gallery tour

Fee: \$525

This course provides an inside-look at the current state of the New York contemporary gallery business. The course examines significant historical market shifts such as contemporary art's migration from uptown to downtown and the recent rise of the Chelsea "alternative" -- the Lower East Side. After Friday's lecture students research galleries independently. On Saturday, students are led on an insider's tour of the LES gallery scene meeting the pioneering generation behind this emerging and exciting art hub.

The course is led by Amy Smith-Stewart, independent curator and owner of the nomadic gallery, Smith-Stewart, formerly located in the Lower East Side.

For further information and to reserve a place on a short course, please email: publicprogramsNY@sothebysinstitute.com Tel: +1 212.517.3929

Cover image: *Poppy Field, 1887 (oil on canvas), Monet, Claude (1840-1926) / Hermitage, St. Petersburg, Russia / The Bridgeman Art Library.*



ART BUSINESS

THE DYNAMICS OF THE ART MARKET

LEGAL PERSPECTIVES: THE LIFE CYCLE OF A WORK OF ART

Evening Course: Tuesday 6.30 – 8.00pm
Dates: February 2, 9, 16, 23 / March 2
570 Lexington Avenue, New York
Fee: \$500

This course provides students with a solid understanding of certain art law concepts that are crucial for artists, collectors, dealers, curators and anyone else involved in the art world. No prior legal experience is required. The course examines the intersections of key aspects of intellectual property, contract, tax and trust & estate law over the course of the “life” of an artwork. Beginning with the moment of inspiration, students examine the adherence of copyright to a work as well as the related areas of “derivative works” and “fair use”. The course also considers artist/gallery contracts, requests for commissions and sales agreements. Different “moral rights” schemes, including artists’ resale rights and the Visual Artists Rights Act as well as questions pertaining to the authenticity or provenance of an artwork are also covered. Finally students review what the law says about donations and the de-accessioning of works of art to not-for-profit organizations.

The course is led by Franklin Boyd, principal and founder of Boyd Level LLC, a contemporary art consulting firm located in New York City.

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ART BUSINESS

THE DYNAMICS OF THE ART MARKET

EXPERIENCE ART IN NEW YORK: FINE GALLERIES, CORPORATE ART COLLECTIONS AND PUBLIC SPACES

Day Course: Friday 10.00am – 12.30pm
Dates: April 23, 30 / May 7, May 14
Fee: \$550

This spring discover exciting works of art in public and private settings around the city. Through a series of guided art lectures, students examine the work of a diverse group of artists, from Thomas Hart Benton, Gaston Lachaise, and contemporary classics like Robert Rauschenberg, Louise Bourgeois, and Roy Lichtenstein, to the cutting edge E.V. Day, and the emerging team of Matt Irie and Dominick Talvacchio. Students also learn how public art projects improve city life, how corporations employ art to promote their brand, and how arts institutions are commissioning contemporary installations to enhance their mission.

This course is led by Margaret Kelly Trombly, art historian and independent curator and educator.

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CONTEMPORARY ART

IN-DEPTH STUDIES OF CONTEMPORARY ART

INTRODUCTION TO CONTEMPORARY ART

Evening Course: Tuesday 6.30 – 8.00pm
Dates: February 2, 9, 16, 23 / March 2, 9
570 Lexington Avenue, New York
Fee: \$500

Where is contemporary art heading in the coming decade?

In the past fifty years contemporary art has grown to be one of the most exciting and crowded fields in New York's cultural life. This course offers a guide to contemporary art, surveying all the trends and movements that have shaped the period, and tracing how the market for art has kept pace. Students review the emergence in the galleries of film and video, and assess the health of venerable practices like painting and drawing. The course looks both at the work of contemporary art's leading lights – Andy Warhol, Jeff Koons, Elizabeth Peyton – and those just emerging in the downtown galleries.

This course is led by Morgan Falconer, a freelance critic and journalist who has written about contemporary art and culture for publications throughout the world.

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PHOTOGRAPHY

INTRODUCTION TO PHOTOGRAPHY

THE ART OF THE LENS: AESTHETICS & THE MARKET

Evening Course: Monday 6.30 – 8.00pm
Dates: March 15, 22, 29 / April 5, 12, 19
570 Lexington Avenue, New York
Fee: \$525

With photography continuing to have a growing presence in private and public collections, this course highlights major movements and key figures in 20th and 21st century practice. The course comprises four lectures on the aesthetics and history of the medium, from the work of Ansel Adams and Aaron Siskind, to Nan Goldin, Cindy Sherman, and Andreas Gursky, and two sessions on the market for photography.

The course is led by Elizabeth Marcus, associate director of Galerie St. Etienne in New York where she has worked for over 20 years.

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FINE & DECORATIVE ART

INTRODUCTION TO HISTORY OF ART

MODERNITY: ROMANTICISM TO IMPRESSIONISM

Evening Course: Wednesday 6.30 – 8.00pm
Dates: January 27, February 3, 10, 17, 24 / March 3
570 Lexington Avenue, New York
Fee: \$500

Designed for those who would like to refresh their knowledge or for those who have limited background in the history of art, this course introduces students to the most well-known and significant developments in nineteenth-century European painting: Romanticism, Realism and Impressionism. It challenges these easy classifications by viewing the works and figures associated with them through the macro lens of modernization. The course provides both a contextual understanding of artworks alongside formal appreciation skills.

This course is led by Jonathan T. D. Neil, Executive Editor at The Drawing Center in New York, Editor-at-Large for *ArtReview* magazine and co-founder of the private curatorial firm, Boyd Level LLC.

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JEWELRY

INTRODUCTION TO HISTORY OF JEWELRY

MAGNIFICENT JEWELS: BEAUTY & BRILLIANCE

Day Course: 10.00am – 3.00pm
Dates: Monday, April 19, Tuesday, April 20, Wednesday, April 21
3 sessions at Sotheby's Auction House, 1334 York Avenue, New York
Fee: \$1,200

This three-day intensive course offers an insider's view of the world of fine jewelry. The course provides a detailed overview of precious gemstones, colored stones, and brilliant diamonds, and encourages participants to develop a discerning eye. In addition to formal lectures, participants are accompanied to Sotheby's Magnificent Jewelry auction to experience fine jewels firsthand during a private visit to an international retail jeweler.

This course is led by Fred Feldmesser, President of Parker-Feldmesser, Inc. who began his career in a gem trading family before joining the venerable houses of Cartier and Harry Winston in New York.

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SUMMER STUDY

INTENSIVE 4-WEEK SUMMER STUDY COURSES

Summer Study courses introduce diverse areas of the art world and its markets. A foundation for exploring new subjects, these courses offer interesting and compelling insights into the art world and include lectures and seminars led by Sotheby's Institute of Art faculty, international experts and leading practitioners in the field. Visits to major collections in New York's museums, auction houses, artists' studios, and interiors allow each participant to develop a deeper understanding of the art.

A series of intensive 4-week Summer Study courses in New York designed for university undergraduates interested in contemporary art, art business, and fine and decorative art. These courses are also open to career changers and anyone with an interest in the subject. There are no formal entry requirements for the Summer Study courses or the Short Courses.

1–24 JUNE, 2010:

ART AND ITS MARKETS
IMPRESSIONISM TO NOW
THE STORY OF AMERICA: FROM FOLK ART TO FINE ART
HOW TO RUN A GALLERY
INSIDE THE STUDIO: ARTISTS VISITS

6–29 JULY, 2010:

ART MARKETING & COMMUNICATIONS
EMERGING MARKETS IN THE GLOBAL ART WORLD
ART AND COLLECTORS
CONTEMPORARY ART IN NEW YORK

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SUMMER STUDY

INTENSIVE 2-WEEK SUMMER STUDY COURSES

These lecture and discussion courses focus on specific concepts and trends in the international art world. They are designed to be taken as individual classes or in conjunction with 4-week intensive courses, where schedules permit. Intensive 2-week courses are not available for credit.

ALL COURSES RUN ON SPECIFIC DATES IN JUNE AND JULY, 2010:

ART FAIRS REVEALED (JUNE 1–11)
SPECTACULAR JEWELRY: THE TRAINED EYE (JUNE 1–11)
CONTEMPORARY PHOTOGRAPHY: AN IDENTITY CRISIS (JUNE 14–24)
TEXT, BLOGS & CATALOGUES: ART OF THE WORD (JULY 6–16)
NEW MEDIA: MOVING PICTURES (JULY 6–16)
LEGAL ADVENTURES & MISADVENTURES IN THE ART WORLD (JULY 19–29)

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ADDITIONAL INFORMATION

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Sotheby's Institute of Art also offers a variety of Master's Degrees*, Graduate Certificates, Semester Programmes and Summer Study courses in London, New York and Singapore. Our Master's Degrees are validated by the University of Manchester (UK). Applications are accepted throughout the year.

- Master's Degrees, Graduate Certificates: Art Business; Fine & Decorative Art; Contemporary Art; Contemporary Design; Photography; and East Asian Art starting in September 2010.
- Semester Programmes in London: Styles in Art; Styles in Asian Art; Art and Business; and Decorative Art & Design.

For more information and to apply, please visit our website:
www.sothebysinstitute.com

*Upon the successful completion of this two-semester New York course of study, students receive a non-credit Graduate Certificate which will 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.

REGISTRATION

Additional information and registration form can be found on our website:
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Tel US: 212.517.3929 Fax US: 212.517.6568

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