



SINGAPORE

# SHORT COURSES

APRIL – SEPTEMBER 2010

DAY & EVENING COURSES  
ENGLISH LANGUAGE COURSE  
SUMMER STUDY  
TRAVEL PROGRAMMES

Sotheby's Institute of Art – Singapore offers a number of Short Courses throughout the year. These Short Courses provide unparalleled opportunities for participants to gain practical skills, knowledge and insight into the international art world, and are specifically focused for those who have an active interest in art but limited time.

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

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

[www.sothebysinstitute.com/singapore](http://www.sothebysinstitute.com/singapore)



## SHORT COURSES

### ART BUSINESS

The Short Courses in Art Business are held in conjunction with the Master's degree programme in Art Business, and participants are taught alongside our full-time international students. This allows for a much greater exchange of knowledge and experience than the more traditional Short Courses.

These courses are led by leading experts in the field and run over an intensive five-day week period, focusing on various aspects of Art Business. Participants are also required to complete preparatory reading prior to the start of the course. In addition, there is the option of completing a written assignment, which is assessed by the leading lecturer.

These courses offer compelling insights into the art market and include special lectures, seminars and discussions, and occasionally guided visits to art galleries and museums in Singapore.



# SHORT COURSES

## ART BUSINESS

### ART MARKETING

**Day Course:** 9am – 6pm  
Date: 12 – 16 April 2010  
Faculty: Dirk Kiefer

This course offers an introduction to corporate marketing management and examines issues such as the treatment of 'high art' from the perspectives of sociology of the arts and cultural economics; buyer behaviour and marketing research; marketing strategy and segmentation, targeting and positioning; the significance of branding and marketing communications.

### CONNECTING ART & BUSINESS; BUSINESS STRUCTURES FOR THE ART MARKET

**Day Course:** 9am – 6pm  
Date: ????  
Faculty: Emily Phillips

This course examines the issues that affect people's behaviour within organisations and the resulting implications for business. Participants also gain an understanding of individual behaviour in a corporate or team environment; why leadership is often confused with management; how to employ the best talent and develop the best products and services; and effective communication in a business environment.

### ART MARKETS

**Day Course:** 9am – 6pm  
Date: 7 – 11 June 2010  
Faculty: Alvaro Rodriguez Fominaya

This course reviews the players of the art market: from dealers to collectors, artists, auctioneers and financial institutions. The course examines the financial mechanisms underpinning the art economy and looks at the inter-relationship between the state-funded cultural sector and the commercial gallery world. A comprehensive review of the history, philosophy and guiding principles of the contemporary art market is covered.

# SHORT COURSES

## ART BUSINESS

### ETHICS AND THE ART MARKET

**Day Course:** 9am – 6pm  
Date: 21 – 25 June 2010  
Faculty: Ruben de la Nuez

This course begins with an introduction to the history of ethics as a branch of philosophy and its relation to visual culture and ownership. Key topics covered include: global ethical issues in the contemporary world; heritage case studies (cultural patrimony, looted and stolen art); and issues of conservation and restoration.

### BUSINESS PLANNING AND FINANCE

**Day Course:** 9am – 6pm  
Date: 23 – 27 August 2010  
Faculty: Tamar Almor

In this course, participants acquire essential numeracy skills and an understanding of statistical concepts and essential economic principles pertaining to the art market. An introduction to constructing company accounts and a business plan, including essential business management tools; formulating business strategies, and the wide range of commercial business opportunities in the art market is included.

### ART LAW

**Day Course:** 9am – 6pm  
Date: 20 – 24 October 2010  
Faculty: Henry Lydiate

In this course, participants learn about international legal and business frameworks, including partnerships, companies, and not-for-profit organisations; basic contractual relations, such as negotiations and breaches and remedies; specific contractual relations, including salerooms, agents and dealers, commissions, export duty, etc; intellectual property, including treaties, copyright, trademarks, etc; and freedom of expression, including obscenity, libel, slander, and ethical and management issues.



## SHORT COURSES

### ART BUSINESS

#### ART VALUATION & INVESTMENT

**Day Course:** 9am – 6pm  
Date: 11 – 15 October 2010  
Faculty: Jianping Mei

Key topics include: the principles of investment, speculation and valuation; art as an alternative to more conventional investments; the valuation of art against a background of conventional financial principles and the relationship of art value to other financial assets; art insurance and the measurement of risk.

#### PROFESSIONAL PRACTICE

**Day Course:** 9am – 6pm  
Date: 25 – 29 October 2010  
Faculty: Howard Rutkowski and Mary Dinaburg

This course covers the history and philosophy of the contemporary art market giving an overview of its current state and how global economic conditions are affecting the art markets. The course provides a review of the players in the art world and their functions and compares the relationships between art and investment with art and connoisseurship.

#### Fees:

The fee for each short course in Art Business is SGD \$3,000 (inclusive of GST) with Certificate of Attendance or SGD \$5,000 (inclusive of GST) with Certificate of 15 credits awarded upon completion of the optional assignment. All lectures, visits and tickets are included in the fee.

For further information and to book a place, please contact: Alan Koh  
T: +65 6305 2603 E: a.koh@sothebysinstitute.com

## DAY/EVENING COURSES

### CONTEMPORARY ART AND THE ART MARKET

These Short Courses are designed with the specific needs and interests of participants in mind. Led by faculty from Sotheby's Institute of Art and enhanced by lectures from international experts and practitioners in the field, Short Courses offer participants an innovative, object-based learning experience, and on-going networking opportunities.

#### GREAT COLLECTORS OF CONTEMPORARY ART

**Weekend Day Course:** 10am – 6pm  
Date: 24 April 2010, Saturday  
Faculty: Anna Mozynska and Tony Godfrey  
Fee: SGD \$500

Why do people collect contemporary Art? How? What do they collect? What makes a "Great" collector? This one day course examines the art collections and the collecting habits of some of the most notable collectors of the art of our times. It introduces participants to a wide and exciting range of examples of Contemporary Western and Asian art selected by individuals such as Count Panza, Charles Saatchi and Dr Oei Hong Djin in Indonesia and looks at the relationship of these collections to the wider market.



## DAY/EVENING COURSES

### CONTEMPORARY ART

#### INTRODUCTION TO CONTEMPORARY ART

**Evening Course:** 7pm – 9pm

Dates: 11, 18, 25 May / 1 June 2010, Tuesdays

**Weekend Day Course:** 10am – 3pm

Date: 17 and 24 July 2010, Saturdays

Faculty: Tony Godfrey

Fee: SGD \$600

Tony Godfrey has published 5 books on contemporary art including *Painting Today* published by Phaidon (2009). He has also written many articles and exhibition catalogues. He has worked in the contemporary Art World for 33 years, collaborating with many well-known artists. In this series of lectures he discusses what contemporary art is, when it started, what it is about, how we get to understand it and enjoy seeing it, whether it is different in Asia from Europe. The lectures are illustrated throughout and be free of jargon and unnecessarily long words. What questions do you have about contemporary art? He will try and answer them.

#### CURATING CONTEMPORARY ART

**Day Course:** 10am – 6pm

Date: 8 – 11 June 2010, Monday – Thursday

Faculty: Eva McGovern

Fee: SGD \$2000

This Short Course introduces students to the practice of curating exhibitions of contemporary art as well as the evolution of the role of the curator from an invisible cultural custodian to prominent and influential taste maker in the global art world. Lectures cover a brief history of curating along with specific case studies of international exhibition models in the museum, commercial gallery, independent and the biennale context as well as provide practical information about project management and arts administration.

## DAY/EVENING COURSES

### THE ART MARKET

#### INSIDE THE AUCTION HOUSE

**Day Course:** 10am – 12pm

Date: 10 – 12 May 2010, Monday – Wednesday

Faculty: Howard Rutkowski and Mary Dinaburg

Fee: SGD \$500

This course presents an in-depth, behind-the-scenes look at the day-to-day operations of major international auction houses. Removing the mystery and attendant hype the course charts the process of how a work of art moves from the seller to the buyer. Additional topics include how the sale works of art at auction impacts the global art market.

#### ART VALUATION AND INVESTMENT

**Weekend Day Course:** 10am – 6pm

Dates: 15 May 2010, Saturday

**Evening Course:** 7pm – 9pm

Date: 28 – 30 June, Monday – Wednesday

Faculty: Phil Whittaker

Fee: SGD \$500

This course covers the fundamental of accessing information about the art market and explores ways in which this information can be used to improve your art buying decisions. While the course uses examples from around Asia, the tools and techniques covered are applicable to most forms of art. To understand and make best use of some of the techniques covered, attendees on the programme should bring laptops and should be familiar with word processing and spreadsheet packages.



## DAY/EVENING COURSES

### CONTEMPORARY ART AND THE ART MARKET

#### HOW TO COLLECT CONTEMPORARY ART

**Day Course:** 10am – 12pm

Date: 19 – 21 May 2010, Wednesday – Friday

**Weekend Day Course:** 10am – 6pm

Date: 12 June 2010, Saturday

Faculty: Howard Rutkowski and Mary Dinaburg

Fee: SGD \$500

This course demystifies the art of collecting and provides a comprehensive approach to collecting art. The course answers questions from how to decide what to collect, how prices are decided upon, to where and how to collect and to what to ask and how to decide.

Participants gain inside views on the art world and how it functions, including pointers on collecting from 'you have to like it' to what makes a good investment and how to establish confidence with your collection.

#### ART COLLECTION STRATEGIES FOR INVESTMENT

**Day Course:** 10am – 3pm

Date: 24 – 25 May, Monday – Tuesday

**Evening Course:** 7pm – 9pm

Date: 26 – 29 July 2010, Monday – Thursdays

Faculty: Phil Whittaker

Fee: SGD \$600

This course covers the fundamentals of how to collect art that should have a long term investment potential. That is to say, art that will hold and maintain its value over time and that then can be passed onto future generations. This course includes the following areas; how to assess and judge symbolic value, buying strategies to obtain "good" art at good prices, and how to develop a long term collection strategy. A useful, but not essential, pre-course would be art valuation and investment.

## DAY/EVENING COURSES

### THE ART MARKET

#### INTRODUCTION TO THE ART MARKETS

**Evening Course:** 7pm – 9pm

Date: 7 – 9 June 2010, Monday – Wednesday

Faculty: Alvaro Fominaya

Fee: SGD \$500

This course covers the basic mechanics of the Contemporary and Modern Art Market, and is the perfect introduction to this specialist field. The participants engage in the history of the art market with examples of Renaissance contracts. Case studies include contracts between galleries and artists, as well as participation in art fairs, collectors, auction houses, dealers, the artist studio system and the museum as an art market player.

#### CRIME AND LAW IN THE ART MARKETS

**Day Course:** 10am – 12pm

Date: 7, 14, 21 June 2010, Fridays

**Evening Course:** 7pm – 9pm

Date: 2, 9, 16 July 2010, Fridays

Faculty: Gil Schneider

Fee: SGD \$500

After drugs and arms, art is said to be the third most important criminal trade worldwide. Art objects are being used by organised crime to launder money, fund criminal activities and even terrorism. In times of war, art is often looted by victors or lost; recovery and restitution are often difficult and time-consuming. The origins of looted art from a tomb or a shipwreck are opaque. Participants gain an insight into these and similar important legal questions surrounding the art markets, including international conventions and intellectual property rights.



## DAY/EVENING COURSES

### ART HISTORY AND THE ART MARKET

#### ART AND ENTREPRENEURSHIP

**Day Course:** 10am – 6pm  
Date: 19 – 21 July 2010, Monday – Wednesday  
Faculty: Phil Whittaker  
Fee: SGD \$1,500

This course gives a brief history and summary of entrepreneurship in the art world. The focus of learning is through a number of case studies to demonstrate how members of the art world have achieved their success. The course will cover a range of activities within the old world including the artists, dealers/galleries, and auction houses. Included in the course are also tools and techniques to assist individuals to assess entrepreneurship possibilities in the current art markets.

#### MODERNISM: AN INTRODUCTION

**Day Course:** 10am – 6pm  
Date: 23 – 26 August 2010, Monday – Thursday  
Faculty: Tony Godfrey  
Fee: SGD \$1,200

What do we mean by the word “Modernism”? Our art, architecture and design are still dominated by concepts and ways of working either associated with “Modernism” or developed in opposition to it. This course looks at the birth of modernism, especially in painting but also looks at parallel developments in architecture, film, photography and design. The key ideas behind modernism are discussed in seminars. The sequence of lectures is broadly chronological. Although inevitably dominated by “Western” art it will also look at manifestations of modernism in the “East”.

For further information on Day and Evening Courses and to book a place, please contact: Alan Koh T: +65 6305 2603. E: a.koh@sothebysinstitute.com

## ENGLISH LANGUAGE

### PRE-SESSIONAL ENGLISH LANGUAGE COURSE

The Pre-sessional English Language Course helps develop your English language skills to the level required for academic study at a Master's Degree level, and provides an essential set of skills in preparation for study in a postgraduate academic environment.

#### PRE-SESSIONAL ENGLISH LANGUAGE COURSE

**Day Course:** 10am – 5pm  
Date: 31 May – 25 June 2010, Mondays – Fridays  
Faculty: Lee Yew Leong  
Fee: SGD \$2500  
With shared Student Accommodation – SGD \$3200  
With upgraded Hotel Accommodation – SGD \$5200

This 4-week intensive course is primarily designed to prepare you for any of Sotheby's Institute of Art's Master's Programmes. It is also open to anyone wishing to improve their written and oral communication skills within an art world context. The final week of the course will include an IELTS test ([www.ielts.org](http://www.ielts.org)).

The course focuses on all aspects of written and oral communication and presentation skills as well as editing and grammar skills. The course also concentrates on developing subject-specific vocabulary in preparation for a postgraduate education in the art world.

For further information on the Pre-sessional English Language Course and to book a place, please email: Alan Koh T: +65 6305 2603  
E: a.koh@sothebysinstitute.com



# SUMMER STUDY

## INTENSIVE 4-WEEK SUMMER STUDY COURSE

This Summer Study programme is aimed at students seeking to experience the art scene in South East Asia at close quarters and to learn about the wider historic and cultural implications of contemporary art in context.

Enrolment is open to anyone who has a deep interest in learning more about the art markets in Asia. There are no formal entry requirements for the Summer Study course. The course is led by faculty from Sotheby's Institute of Art, international experts and practitioners in the field.

### MODERN AND CONTEMPORARY ART IN SOUTH EAST ASIA

**Day Course:** 10am – 5pm

**Date:** 5 – 30 July 2010, Mondays – Thursdays

**Faculty:** Tony Godfrey, Kevin Chua

**Fee:** SGD \$6,500, USD \$4,500

Includes travel to and accommodation in Yogyakarta, Java, Indonesia and Bali.

What does it mean for art to be 'contemporary' in South East Asia? In recent years there has been much excitement at the rise of contemporary art in China: there are thriving and dynamic art scenes in Beijing and Shanghai and several of the artists who work there have attained a global profile. Contemporary Art in India has also attracted much attention. But relatively little attention has been paid as yet to the Contemporary Art of South East Asia. Today, in a global economy, (Singapore is the world's largest port) artists seek, as especially in the hyper modern city of Singapore, to make sense of a new ever-changing world as especially in a more "traditional" place like Bali to preserve a continuity with the past.

Lectures and seminars gives a brief overview of earlier, 'classic' Asian art and delve more deeply into the complex and fascinating development of modern and contemporary art in South East Asia. The course will give a broad overview of institutional structures for art and art-making in South East Asia, such as governmental support systems, museums and galleries, and non-profit collaboratives. Study visits to museums, galleries and artist studios in Singapore, Java and Bali and the historic Buddhist site of Borobodur are included.

Singapore is both at the centre of Asia and a clean, safe place to stay. Given that English is an official language it is a perfect place for a first visit to Asia.

For further information on Summer Study and to book a place, please contact: Alan Koh T: +65 6305 2603. E: a.koh@sothebysinstitute.com

# TRAVEL PROGRAMMES

## FOCUS ON ASIA

Each year, Sotheby's Institute of Art – Singapore organises a number of overseas visits to major art centres, exhibitions, museums and collections in Asia.

These visits are held in conjunction with the Master's degree programmes in Art Business, and participants are taught alongside our full-time international students.

Led by leading art experts from the region, each visit exposes participants to the experience of art and objects in their historical context as well as provides an insight into the development of art in the region. Scheduled to coincide with key events and festivals, participants visit the major art centres in Asia, attend special talks by gallery directors, dealers and leading art professionals – a unique opportunity to come face-to-face with some of the key figures operating in Asia today.

### TRAVEL PROGRAMMES IN 2010

#### Hong Kong

Travel Dates: 27 – 31 May 2010

#### Korea

Travel Dates: 2nd week of September 2010

#### Fees

Upon successful completion of each travel programme, participants will receive a Certificate of Attendance.

The fee for each travel programme is SGD \$2,000 (inclusive of GST). The fee covers all lectures, local transport, some meals, and admission to art galleries, events and museums. Participants are required to pay for their own airfare and accommodation. These can be arranged by us, at cost, if required.

Note: All course and travel dates and destinations are subject to change. Please check for updates at [www.sothebysinstitute.com/singapore](http://www.sothebysinstitute.com/singapore) before booking.

For further information on Travel Programmes and to book a place, please contact: T: +65 6305 2600 E: [info.sg@sothebysinstitute.com](mailto:info.sg@sothebysinstitute.com)

# ADDITIONAL INFORMATION

## ADDITIONAL COURSES

Sotheby's Institute of Art also offers a variety of postgraduate degrees, diplomas, semester courses, and summer study courses in London, New York and Singapore. Our Master's degrees are validated by the University of Manchester. Applications are accepted throughout the year.

- Master's degrees / postgraduate diplomas: Art Business; Fine & Decorative Art; Contemporary Art; Contemporary Design; Photography; and East Asian Art starting in September 2010.
- Semester courses 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](http://www.sothebysinstitute.com)

## THE FACULTY

The faculty maintains strong links with the international art and business worlds, as demonstrated by the network of industry professionals who visit the Institute as guest speakers to share their insights and experience. In addition to the many commercial art events that take place in Singapore throughout the year which students are encouraged to attend as complementary to the course, visits are also arranged to dealers, galleries and museum in Singapore.

## FURTHER INFORMATION AND APPLICATION

For further information and to book a place, please contact: Alan Koh  
T: +65 6305 2603 E: [a.koh@sothebysinstitute.com](mailto:a.koh@sothebysinstitute.com)

Applicants may apply using the form available online at:  
[www.sothebysinstitute.com/singapore](http://www.sothebysinstitute.com/singapore)

**Sotheby's** | **INSTITUTE OF ART**  
LONDON • NEW YORK • SINGAPORE

Sotheby's Institute of Art – Singapore: 82 Telok Ayer Street, Far East Square #02-02  
Singapore 048467 Tel: +65 6305 2600 Email: [a.koh@sothebysinstitute.com](mailto:a.koh@sothebysinstitute.com)

Additional information and booking form can be found on our website:  
[www.sothebysinstitute.com/singapore](http://www.sothebysinstitute.com/singapore)