



Contemporary Art and Its Markets

Summer Study New York 2018

2-week course | July 9 – July 20, 2018; Mon – Fri 2:30 pm - 5:00 pm | \$2350/2-week course

Today's contemporary art market is dynamic and exciting, but it can also seem opaque and irrational when looking in from the outside. This course offers an overview of the fundamental structures of the business, the people, institutions and organizations through which art flows, and examines the art market in its economic, legal, sociological and ethical dimensions. Students explore the notion of fine art as a financial investment and its effect on the aesthetics of contemporary art today. Also investigated is the impact of changing art world roles and the rise of fairs and other spectacle-based events found on the international art circuit.

This course will explore the following topics and more through lectures, site visits and guest speakers.*

- Overview of the Fundamental Structures of the Art Business
- Economic, Legal, Sociological and Ethical Dimensions of the Art World
- Effect of Art Market “Financialization” on the Aesthetics of Contemporary Art
- Art World Roles and Art Fairs
- How the Gallery and Auction Markets Function
- Issues Influencing Pricing of Artworks
- Technology and Globalization in the Art World
- Research Methods for Delving into the Contemporary Art Market

*Specific course topics subject to change

“Great introduction to the business side of the art world!”

*-Mati G., United States
Summer Study 2016*

Instructor: Roxanna Zarnegar served as Chief Operating Officer of Christie's Americas, where she was a key thought leader authoring several strategy proposals that redefined end-to-end processes, instituted a succession plan and supported technology integration. Roxanna also served as Senior Vice President at artnet.com where she redesigned their art marketplace platform which won an Honorary Webby Design award. She teaches and mentors on strategic management with a concentration in innovation and sustainable business models, and frequently consults investment firms on auction marketplaces and art market startups. Roxanna holds a Christie's/INSEAD Executive Leadership Certificate MBA in International Business.

For More Information

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