



How the Art World Works

Summer Study New York 2018

2-week course | June 4 – June 15, 2018; Mon - Fri 2:30 – 5:00 pm | \$2350/2-week course

4-week course | July 9 – Aug 2, 2018; Mon - Thurs 10:00 – 12:30 pm | \$3750/4-week course

How does the art world work? This course contextualizes the roles of various organizations, institutions and individuals within the global art landscape, and provides students with an overview of the art world today and the interdependent links between art, business and the market. Those exploring career paths in the arts or considering a career change will benefit from the expertise of leaders in both the non-profit and for-profit sectors. These include curators, directors, writers, specialists, market reporters, artists and advisors at such organizations as museums, galleries, foundations, artist estates, auction houses, art fairs, and public relations firms. Through lectures and site visits students will gain an understanding of the numerous professional paths available in the art world.

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

- The Art World Today
- The Interdependent Links between Art, Business and the Market
- The Numerous Professional Paths Available in the Art World
- Contextualizing the Roles: Organizations, Institutions and Individuals in the Global Art World
- Career Paths in the Arts: Non-Profit and For Profit Sectors
- Navigating the Contemporary Art Landscape
- Artist Management and Estate Management
- Writing and Publishing
- Marketing and PR

*Specific course topics subject to change

“Helen is a wonderfully generous instructor who is interested in advancing her students’ careers. It was a joy to learn from her.”

*-Susanne S., Germany
Summer Study 2016*

Instructor: Helen Allen is an arts management, creative development and strategic planning executive. She was a founding partner of the (e)merge art fair, as well as founder and Executive Director of PULSE Contemporary Art Fair. Allen has served as a communications and arts consultant for corporate and private collectors and non-profits, and lectures internationally about the art market and arts industry business development.

For More Information

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