



# Building a Collection in Today's Art Market

## Summer Study New York 2018

2-week course | July 23 – Aug 3, 2018; Mon - Fri 2:30 – 5:00 pm | \$2,350/2-week course

With the globalization of the art market as manifested in the proliferation of exhibitions, art fairs, and auctions, there have never been more ways in which to acquire art and build a collection. However, with these myriad opportunities comes the challenge of operating in an increasingly complex environment where critical and commercial assessments are not always in sync, and price and value do not always mean the same thing. This course will introduce the key components and considerations associated with building a collection in today's art world. Participants will study the theoretical foundations of the primary and secondary market which will then be mapped against the contemporary landscape as it exists today. Through site visits and guest speakers, students will have the opportunity to gain the perspective of seasoned collectors as well as experts in the field from galleries, auction houses, and other platforms.

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

- Overview of Collecting and the Art Market
- Key Components and Considerations in Building a Collection
- Exhibitions, Art Fairs and Auctions
- Primary and Secondary Markets and Contemporary Art
- Practices and Concerns of Sound Collection Building and Management
- Art Market Exchange Points
- How Prices are Established
- The Collector's Perspective

\*Specific course topics subject to change

*“Overall an experience that I will never forget. Loved every moment!!”*

*- Hoo Jung C., South Korea  
Summer Study 2017*

**Instructor:** Alex Glauber is an art advisor and independent curator based in New York. In 2009 he founded AWG Art Advisory through which he advises private collectors, corporate collections, foundations and museums on acquisitions of contemporary art and collection management.

**For More Information**

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