

Sotheby's INSTITUTE OF ART

SEMESTER INTERNSHIP PROGRAM IN LONDON: ART BUSINESS FOUNDATIONS AND PLACEMENT

Note: Details are subject to change.

Please note: if you are not from the EU you must be enrolled on an undergraduate degree program and must be demonstrate that you will be transferring the credit from this program towards your degree. Preference will be given to undergraduates studying the history of art. EU/UK applicants with limited work experience will be considered for this program. Those with substantial work experience should consider other semester or MA programs, during which they will be able to draw on the support of the Institute's Careers Service to find jobs or internships.

OVERVIEW

This intensive semester programme is designed for those who are interested in learning about business practices in the art world both through study and through an internship which is embedded in the programme.

Students undertake a work experience placement in an art-related work environment in London such as commercial galleries, art foundations, art PR & communications or an art fair. This is combined with seminars and workshops which are designed to prepare students for the internship and to help them reflect on the experience.

In the business component of the program, students examine established art markets in the developed world and emerging art markets in the developing world, together with legal and management issues related to global art business practice, with a particular emphasis on the international auction house system. The program offers practical skills connected to accessing and analyzing art market data, and to evaluating market value for art works across key sectors. Students are introduced to contemporary management models for commercial and non-commercial practices through theory, case studies and practical work. Branding and marketing issues are explored, and essential art market professional roles (e.g. conservator, curator, gallerist, collector, journalist, art fund manager, etc.) are investigated, together with innovative new art business models, including online initiatives.

The program equips students with knowledge and skills appropriate to a wide range of careers in the art world or for further study on one of the Institute's postgraduate programs.



STRUCTURE, TEACHING METHODS AND ASSIGNMENTS

The program is divided into two units, one comprising the internship and one exploring art business. The business unit, entitled **Foundations of Art Business**, contains a further two components: **Foundations of the Global Art Market**, and **The Art Market in Practice**. These classes are taught on two days a week (Tuesdays and Wednesdays) across the entire semester, while the internship takes place on Thursdays and Fridays, with occasional additional classes on Monday afternoons. All internships are identified, arranged, coordinated and supervised by the Director of Career Services, a member of academic faculty and a supervisor from the host organisation. During the internship the Director of Career Services and a faculty supervisor work closely with each student to ensure that the placement is delivering useful and meaningful outcomes.

For the internship component students undertake a number of assignments: a portfolio relating to the work experience, an art-world sector paper, and an oral presentation. These have been designed to help students reflect on the skills they are learning and the benefits gained from the internship experience, and also to help them determine if their current career goals are the correct fit for them. In the business unit students are assessed by seminar presentations, an examination on international art and auction law, and a detailed and comprehensive group business proposal.



INTERNSHIP SECTORS AND SAMPLE TOPICS

INTERNSHIP SECTORS

- Not-for-profit galleries and foundations
- Commercial galleries: Contemporary, Fine and Decorative Art specialists
- Art tech companies
- Auction houses
- International art fairs
- Art publications and publishing houses
- Art PR & communication firms
- Restoration companies and framers
- Art and antique associations
- Online art market services
- Art accountancy and business consultants

ART BUSINESS UNIT SAMPLE TOPICS

- Auction and art market history
- The growth of the contemporary art market
- Analysing the art market
- The role of art fairs in the global art market
- The Old Masters art market
- The Impressionist and modern art market
- The 19th century art market
- Indian modern and contemporary art market
- Middle-Eastern modern and contemporary art market
- Chinese modern and contemporary art market
- The photography art market
- Innovations in public and private patronage
- Art finance and investment
- Non-art commodities at auction (e.g. wine)
- International business frameworks
- Contractual relations: legal and management issues
- Analytical tools: seeing the art market through numbers
- Galleries, museums and collections: business and legal structures
- Intellectual property
- Marketing for the art world: marketing campaigns / social media case studies
- Branding and the art market
- Art business feasibility case studies
- Art business strategic development/planning
- Presentation skills
- Art business proposals
- The role of the Curator/ curating exhibitions
- The market for New Media and Performance Art
- Buying and selling art online



FIELD TRIPS AND STUDY VISITS

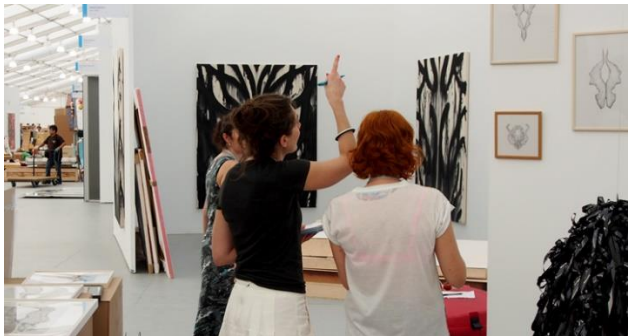
London is a major centre for the art world. A wide variety of faculty-led visits to museums, galleries, auction houses and other locations forms an integral part of the learning experience. Sample venues:

- Greenwich
- Sotheby's Auction House and Warehouse

CREDITS AND VALIDATION

The program is validated by the University of Manchester, one of the UK's leading universities. Students who complete the program successfully will gain 60 University of Manchester undergraduate credits.

This generally translates to 16 undergraduate credits or 12 graduate in the US system and 30 credits in the European (ECTS) system. Students currently enrolled at other colleges or universities should be aware that transfer of credit is always made at the discretion of the accepting institution. Therefore, applicants should confirm the feasibility of credit transfer with faculty advisors at their home school in advance of registration



FACULTY

Jeffrey Boloten

Course Leader, Art and Business Semester Course.

Jeffrey Boloten is Co-Founder and Managing Director of ArtInsight Ltd, the art market education partner of art market research firm ArtTactic. Following a business degree and a background as a solicitor, Jeffrey graduated from the publishing programme at Harvard University, followed by directorships with international publishers, including Penguin Books. Jeffrey then graduated from City University with an MA in Arts Management, focused on the development of the art market and the photography market. Following posts at the Tate, and as General Manager of a London art college, Jeffrey co-founded ArtInsight in 2004. Jeffrey is a frequent speaker and lecturer on the global art and art investment markets, at international art fairs and conferences, and is a Founding Member of the Professional Advisors to the International Art Market (PAIAM).

Gareth Fletcher

Gareth Fletcher is a Lecturer and Seminar Tutor in Art Business. He holds a BA (Art History, History) and BFA (Film) from the University of Canterbury (New Zealand), and is a graduate of the Sotheby's Institute MA in Art Business program. He has worked in a variety of roles within the London art market. His research explores the interrelationship between concepts of value and ownership as by-products of provenance research, and how these judgements respond to both international legal and ethical frameworks. Gareth lectures on the due diligence process, provenance research and the markets for alternative investments.

Henry Lydiate

Henry Lydiate is a legal and business consultant specializing in the creative arts. His publications include: *The Visual Artist and the Law*, *The Visual Artist's Copyright Handbook*, *Visual Arts and Crafts Guide to the New Laws of Copyright and Moral Right*. He is an author of a regular art law column for *Art Monthly*, and his collected art law articles are available online at www.artquest.org.uk/artlaw.

Anders Petterson

Anders is a leading authority on art market research, with particular focus on the western and emerging contemporary art markets in India, China, Middle-East and Russia. He is the Founder and Managing Director of ArtTactic Ltd, a London-based art market research and advisory company set up in 2001. He previously worked as an investment banker at JP Morgan in London, New York and Frankfurt. He is a frequent art market commentator on Bloomberg TV and CNN.

Zoe Mogridge

Director of Career Services

As the Director of Careers Services at Sotheby's Institute of Art (London), Zoe Mogridge leads the development and implementation of employability education and employer engagement programming at the Institute. Before joining Sotheby's she was the Placements and Employer Liaison Manager at Falmouth University where she worked with Undergraduate and Masters Students specialising in extra and intra-curricular placements and work-based learning initiatives linked to Enterprise Skills development. Zoe has also had previous careers with the BBC World Service as a qualified Studio Manager and working in the publishing sector for Pearson Education. Zoe holds an HND from Ravensbourne College of Art and Design, PGCHE in Creative Education and was awarded an MA in 20th Century Art & Design from Falmouth University. Zoe is a Fellow of the Higher Education Academy and holds membership to the Institute of Professional Sound.

Visiting lecturers have included:

Alia Al Senussi – Curator, art advisor and patron.

Louisa Buck – Art critic, author and contemporary art correspondent for The Art Newspaper.

Jonathan Carroll – Co-founder of Carroll/Fletcher Gallery in Firovia.

Kirsten Dunne – Senior Cultural Policy Officer, Mayor of London's Office.

Ruth Knowles – Director of Global Marketing and Business Development, The Art Fund Group Ltd.

Ezra Konvitz – Co-founder of the art-based social media site ArtStack.

Sylvain Levy – Co-founder of the major Paris-based Chinese contemporary art collection DSL.

Julie Molloy – Managing Director- National Gallery Company (London).

Dr Catherine Morel – Associate Professor, Audencia Nantes School of Management.

Eugenio Re Rebaudengo – Founder of the online art platform Artunder.

Freya Simms – Managing Director of Golden Squared Consulting.

Virginie Puertolas-Syn – Founder of the ART SYN (art advisory).

Tot Taylor – Co-founder of Riflemaker Gallery in Soho.

Damian Tillson – Director of Sotheby's wine department.

Bernadine Bocker Wieder – Ceo/Co-Founder Vastari Group Ltd.

Melanie Gerlis – Columnist & contributor, Financial Times and Editor at large, The Art Newspaper.



ADMISSION TO THE PROGRAM

If you are not from the EU you must be enrolled on an undergraduate degree programme at another institution and you must be able to demonstrate that you will be transferring the credit from this programme towards your degree. Preference will be given to undergraduates studying the history of art. Students are also expected to demonstrate a good level of English language competence (a minimum IELTS score of 6.0, or TOEFL score of 78 IBT, for those for whom English is not a first language).

Students should apply via the Institute's online application system. On completion of the online application they will be asked to send via email to Benjamin Stephenson (b.stephenson@sothebysinstitute.com) the following:

- Scans of university transcripts.
- A 500-word motivation statement indicating a preference for three art world internship sectors from the selection listed above, and explaining the reasoning behind the choices.
- One letter of reference/recommendation from a tutor or employer.
- Curriculum Vitae.