



Understanding the Global Art Market

Summer Study New York 2018

2-week course | June 18 – June 29, 2018; Mon - Fri 2:30 pm - 5:00 pm | \$2350/2-week course

The art market - like most major business sectors in the 21st century - operates in a global environment and is complex, dynamic and often seemingly irrational. This course will give students a foundation for understanding the history, structure and various segments of today's ever-evolving international art market. Students will gain insight into the current state of both the primary and secondary markets while learning about the major players and how they interact, including auction houses, galleries, museums, dealers, art advisors and curators. Additional topics include an introduction to the latest analytical tools and methodologies for sector analysis, as well as exposure to newer, emerging markets and innovations driven by technology that are contributing to a realignment of the playing field.

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

- The Primary Sector Today
- Art Funds
- The Secondary Market Today
- Introduction to Sector Analysis
- Emerging Markets
- Asian Art Markets
- Middle Eastern Art Markets

*Specific course topics subject to change

"A fantastic learning experience!"

*-Olivia F., United Kingdom
Summer Study 2017*

Instructor: Kejia Wu is a columnist for The Financial Times Chinese and an expert on the visual art market.

Before joining Sotheby's Institute, she oversaw Asia projects and strategies at Sotheby's Auction House in the Office of the CEO while based in New York. Prior to that, Kejia worked in Asia for more than a decade advising various art organizations on projects including the British Museum, the Victoria and Albert Museum and the Chinese Pavilion at the 53rd Venice Biennale. She was co-founder of the East Modern Art Center (EMAC), the first nonprofit contemporary art center in Beijing, in charge of its contemporary art programs and operations. In 2015, Kejia was named by the Financial Times Chinese as a spokesperson for its "Ten Year Ten People" Anniversary in China. She holds an MBA from Yale University.

For More Information

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