

MA IN ART LOGISTICS

OVERVIEW

Art world logistics and operations are rapidly expanding fields with accelerating employment opportunities. This pioneering Master's program provides students with the diverse practical training and theoretical overview necessary to excel in one of the most important career paths in the professional arts world. The art world is a vast, complex and rapidly changing environment where the care, display and movement of art objects are multi-million dollar issues requiring high levels of thought and expertise. Students on this program will explore these operational approaches towards art objects and the logistical issues related to moving art from one location to another. They will become familiar with the power of positive disruption through technology and the growing use of big data and digital applications in business practice. The stewardship, management, and movement of art objects is essential to operating a successful commercial or non-profit visual arts organization.

Expertise and a fully-fledged understanding of logistics can lead to careers that form the backbone of the arts industries and the operations of cultural exchange.

This course is for:

- Students seeking a career in logistics, operations, collections management and administration at private or non-profit art institutions including auction houses, galleries, dealerships and museums
- Future Chief Operating Officers (COO's) and Heads of Collections Management, Operations, and Administration
- Students and professionals seeking diverse practical and professional opportunities
- Art history majors looking to develop practical business and operations skills
- Business operations professionals looking to transition into the art world
- Entrepreneurs applying new business practices through technology and operations
- Future business owners and experts in art servicing industries (e.g. insurance, conservation, supply chain management).



In this course, students will:

- Have an advanced understanding of the fundamental role of operations within the art world
- Learn the ins-and-outs of collections management, registrar and inventory systems, signage and labelling, and legal and ethical issues arising out of their provenance and conservation
- Receive privileged access to some of London's most prestigious and world-renowned art institutions
- Study under our faculty of academics, art world practitioners, and experts
- Understand the complexities of the art world and its key players
- Build a network of art world professionals and future colleagues
- Have the opportunity to undertake a work placement elective in a relevant organisation
- Gain real-world experience through a practice-based dissertation by developing an innovative new model and business plan

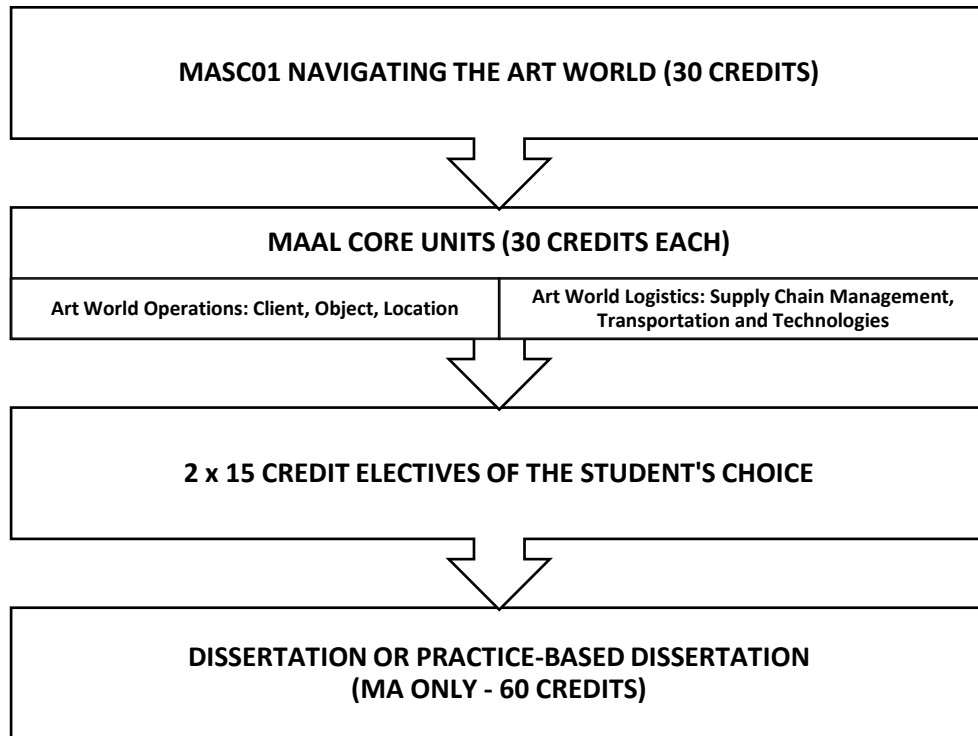
AIMS OF THE PROGRAM

The MA in Art Logistics (MAAL) aims to provide students with the necessary theories and skills to enable them to develop both a critical and practical understanding of art logistics. The MAAL graduate will have an advanced understanding of the fundamental role of operations within the art world, with a confident grasp of areas such as collections management, registrar and inventory systems, signage and labelling, and the legal and ethical issues arising from provenance and conservation considerations. Personal tutors aim to improve the written and oral presentational skills of their tutees, relative to art logistics contexts, and to facilitate opportunities for internship and employment within the art world.

PROGRAM STRUCTURE AND CONTENT

The program is of twelve months' duration, from September to September. The first two semesters (before and after Christmas) are intensively taught. In the second semester, specialist electives can be chosen from across all Institute Master's programs, meaning that a student can build a personalized Master's profile. During the third semester (June to September inclusive) there is no formal teaching, with students researching their dissertation topics under the guidance of individual supervisors. At the start of the year, students are allocated a personal tutor who supports their academic and personal development throughout the program. Lectures are given by members of the faculty as well as by consultants whose main work is within the art world, thus facilitating networking opportunities. Study visits and trips are an integral part of the program. In addition, regular visits to museums, commercial galleries and investment banks provide privileged exposure to the London art scene. We have a special relationship with Sotheby's, Bond Street, with frequent guided visits to the auction previews.

The postgraduate diploma is awarded for 120 taught credits across two semesters. For the MA, students will need to take an additional semester and complete the 60 credit dissertation.



ART LOGISTICS WEEK

A special feature of the program is an intensive week of activity focused on the subject of art logistics. The week will feature activities such as panel discussions, debates and simulations around the subject of art logistics.

STUDY VISITS IN UK AND ABROAD

The European study visits provide first-hand experience of logistics in an international art world context. In addition to the study trips, there are also regular visits to galleries and other related art locations in London. Locations that other MA cohorts have visited recently include the Venice Art Biennale and Artissima Contemporary Art Fair Torino, Amsterdam, Maastricht and Paris.



UNITS IN SEMESTERS I & II

Navigating the Art World I (30 credits in Semester I)

This unit brings students from all MAs together for an introduction to the art world. The unit comprises lectures, seminars, visits and workshops that together provide a compelling set of critical understandings and professional skills that equip graduates for successful careers in the art world. These sessions focus on the key organizations, networks and relationships that constitute the international art world. They introduce students to aspects of art business and the art market, and the legal and ethical frameworks that influence their functioning. The unit also considers the different ways in which art objects are displayed, interpreted and mediated. *Navigating the Art World* introduces students to a variety of postgraduate research skills and methodologies within the disciplines of art history and art business. Assessment: written assignment; project.



Art World Operations: Client, Object, Location (30 credits across Semesters I and II)

This unit provides the opportunity for an in-depth study of the internal operations of different types of art institution. As with the complementary unit MAAL02, which focuses on the logistics of moving art from location to location, the material properties, cultural and market values of the art work form the central focus of study. Around this orbit the operational approaches towards and understanding of art objects: their display locations in the public and private gallery, museum, auction house or heritage site; collections management, registrar and inventory systems, signage and labelling; and legal and ethical issues arising out of their provenance and conservation. The chronological and geographical parameters are intentionally wide-ranging, reflecting both the international character of art and its management as well as the increasing tendency towards private cross-collecting and synchronic museum display. Likewise the definition of art and artworks is broad, focusing mainly on objects within the received art historical tradition, but including objects of a less obviously artistic nature which nevertheless can be categorised as culturally-consumed products. Lectures, workshop/seminar discussions and study trips and visits will all contribute to both the intellectual and practical aspects of the programme.

Art World Logistics: Supply Chain Management, Transportation and Technologies (30 credits across Semesters I and II)

This unit focuses on the external logistics of moving art from location to location. As with MAAL-01, its complementary unit, which focuses on art objects in situ, the material properties, cultural and market values of the art work form the central focus of study. Around this focus orbit the supply chain management and logistical issues and methodologies which are rooted in an understanding of the material qualities, movement, packaging and care of art objects once they depart from their original location in the public and private gallery, house, museum, auction house or heritage site; as well as in-transit intermediary locations such as warehouses and freeports. These issues include: registrar and inventory systems; appropriate packaging and labelling of art works; and the legal and ethical questions arising out of their provenance, conservation, and inbound and outbound cross-border travel. Understanding of recent developments in logistical technologies, both in terms of efficient and secure packing and transport, as well as big data, digital and blockchain systems will form an integral part of the unit.

Elective Units

Students will choose two elective units from subjects across the specialist MAs at Sotheby's Institute of Art. These will be studied in semester two. Students may wish to specialise their study and focus on elective units which are based in their own program, or diversify their experience through pursuing interests based in other programs. Example electives options available to students are listed below.

Art and Authentication	International Art World: Public Sectors
Contemporary Chinese Art	Market for Western Antiquities and Old Masters
Contemporary Design and its Markets	Modernism and its Markets
Curating Asian Art	Performance Art
Curating Contemporary Art	Photography and its Markets
East Asian Painting	Photography: Image and Power
Ethics, Law and the Art Trade	Strategic Management for the Art World
Emerging Markets	Work Placement Unit (accredited internship)*

Not all electives are offered each year and are contingent upon sufficient enrolment

*Admission to this unit is subject to application and selection during the academic year.



ASSESSMENT

Students complete a range of assignments during the program, aimed to help them become sophisticated graduates with high caliber practical and theoretical skills and knowledge, preparing them for success in the world of work. Some assignments are intended to develop skills connected with research, analysis, contextualization and criticism, and to promote students' ability to present material in different written and spoken modes, and to work in teams. Much assessment responds directly to the practical demands of employers, so that all students will be involved in assignments which simulate 'real world' tasks, projects and scenarios.

For many assignments students can choose their particular focus of interest, so as to develop more specialized knowledge and understanding in areas which particularly interest them. Throughout the program, students are fully supported by tutors to help them reach their potential.

For MA students, the third semester is devoted to the production of a dissertation. The dissertation is between 12,500 and 15,000 words and involves original research on a topic chosen by the student. As an alternative, students may choose the practice-based dissertation. This comprises a practical and/or creative project alongside a written component of between 8,000 and 10,000 words. Students receive guidance and support throughout the dissertation process via workshops and tutorials.

THE DISSERTATION (MA only: 60 credits in Semester III)

Students complete a dissertation in semester three, choosing either the standard dissertation or the practice-based dissertation.

The Dissertation

This dissertation enables the formulation, research and written delivery of a Masters dissertation on a chosen subject in the field of art logistics. Students are required to submit a preliminary proposal/synopsis (1,500 words). Each student works under the guidance of a senior supervisor in the preparation and completion of a 12,500-15,000 word dissertation which is required for the MA degree.

The Practice Based Dissertation

The MAAL practice-based dissertation enables the student to create an innovative professional art logistics business plan. It comprises an analytical and discursive written component (8,000 - 10,000 words), allied to an original, practical business plan itself. This can draw on case studies from across the program. The discursive component contextualizes the business plan, demonstrating its theoretical underpinning and research methodology, and analyses and evaluates its projections in terms of opportunity and risk. Preparatory lectures on research methods focus on the relationship between quantitative and qualitative research and writing. Students submit a proposal, produce a written and oral synopsis and research and write their chosen topic under the guidance of a supervisor.

QUALITY ASSURANCE AND VALIDATION

Sotheby's Institute of Art – London is proud of the high quality of its academic programs. It is an affiliated institution of the University of Manchester, one of the UK's largest civic universities and a member of the prestigious Russell Group of universities. The University of Manchester closely scrutinizes the quality of Sotheby's Institute of Art – London programs and validates the MA.

Sotheby's Institute of Art – London is also reviewed by the Quality Assurance Agency for Higher Education (QAA), the independent body entrusted with monitoring and advising on standards and quality in UK higher education.