



Art Business Today: Market, Investment and Opportunities

Dates: 27-28 April, 2019 | Day Course | 10.00am-5.00pm |
 Fee: £850; the course fee includes lectures, lunches and panel discussion

From established centres in Europe and the United States to emerging ones in China and the Middle East, the international art market has never been livelier or more diverse. Designed for collectors, investors and advisors, as well as those seeking a better understanding of a sometimes opaque field, this two-day course will examine the state of art market today, as well as the key structures and relationships which govern it. During the first day, participants will learn about the primary and secondary market sectors and the resources available to monitor results and trends across key art categories. The second day will consider the use and performance of art as a financial asset, along with the risks and opportunities investment affords.

Saturday, 27th April

The Art Market Today

9.45 - 10.00	Welcome
10.00 - 11.15	<i>The International Fine Art Market Today</i> Jeffrey Boloten, Course Leader, Art and Business Programme, Sotheby's Institute of Art
11.30 - 12.45	<i>Structures, Roles and Relationships in the Art World</i> Dr Iain Robertson, Head of Art Business Studies, Sotheby's Institute of Art
12.45 - 14.00	Lunch
14.00 - 15.15	<i>Establishing Value in the Primary and Secondary Art Markets</i> Gareth Fletcher, Lecturer, MA Art Business, Sotheby's Institute of Art
15.30 - 16.45	<i>Art Market Research and Transparency</i> Gareth Fletcher, Lecturer, MA Art Business, Sotheby's Institute of Art
16.45 - 17.00	Q&A

Sunday, 28th April

Art Investments: Opportunities and Risks

10.00 - 11.15	<i>Challenges Facing the Global Art Market in the 21st Century</i> Dr Iain Robertson, Head of Art Business Studies, Sotheby's Institute of Art
11.30 - 12.45	<i>The Emergence of Art as an Alternative Asset Class</i> Gareth Fletcher, Lecturer, MA Art Business, Sotheby's Institute of Art
12.45 - 14.00	Lunch
14.00 - 15.15	<i>Innovations and Opportunities in Technology for the Art Market</i> Jeffrey Boloten, Course Leader, Art and Business Programme, Sotheby's Institute of Art
15.30 - 17.00	Panel discussion: <i>Investing in Art: Opportunities and Risks</i> Moderator: Jeffrey Boloten, Course Leader, Art and Business Programme, Sotheby's Institute of Art Gareth Fletcher, Lecturer, MA Art Business, Sotheby's Institute of Art Dr Iain Robertson, Head of Art Business Studies, Sotheby's Institute of Art

Please note that this timetable is subject to change.

For more information, please contact:

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