



Art Data for Market Analysis (WINTER 2020)

Evening Course (Tuesday) | Wine Reception: 6pm Lectures: 6.30-7.45pm | Fee: £475 (10% discount if booked by 4 December 2019)

As the art market is gradually moving from a small niche market towards becoming a global industry – data, information and research are becoming essential tools in supporting the development and growth of both new and existing art businesses. Whilst data and research traditionally was focusing on auction data and prices of art, the art industry today is in need of a broader set of indicators to navigate an increasingly complex marketplace. Led by Anders Petterson, Founder and Managing Director of ArtTactic, this course will discuss the types of data sources, analytical tools and industry research available to look at market forecasts and auction trends. Suitable for finance and art world professionals, investors and collectors, as well as those looking to interpret market data, understand valuation metric, design and build an artist market analysis; thus, applying these skills to analyse risks and opportunities.

28 January	<i>Big Data and the Art Market</i> Anders Petterson, Founder and Director, ArtTactic
4 February	<i>Analysing Non-transactional Art Market Data</i>
11 February	<i>Auction Analysis: Contemporary Art</i> Anders Petterson
18 February	TERM BREAK
25 February	<i>Artist Market Analysis: Case Study</i> Anders Petterson
3 March	<i>AI and Data Analytics for the Art World Today</i> Daniel Baade, Founder, ArtWorldInsights
10 March	<i>Artwork Analysis: Market versus Fair Values</i> Anders Petterson
17 March	<i>Online Art Market Analysis: Sales and Buying Trends</i>
24 March	<i>Blockchain: Data, Provenance and Tracking</i>

This timetable may be subject to change.

For more information:

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