

# Spring 2021: Accredited Program Sample Week Art of Luxury

Sotheby's  
INSTITUTE OF ART

**All times listed are in GMT.** All classes will be recorded and available on demand for students in time zones which make them unable to attend live classes.

TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
14:00-15:30	<b>Live Lecture</b> Contemporary Branding & Digital Luxury	14:00-16:30	<b>Case Study</b> From Luxury to Ultimate Luxury: A New Concept Store for LVMH	14:00-15:30	<b>Live Lecture</b> Art as a Luxury Strategy	14:00-15:00	<b>Insights from the Industry</b> Cases in Art and Luxury Collaborations
15:40-17:10	<b>Activity</b> Contemporary Branding & Dig Luxury	16:40-17:00	<b>Virtual Library</b>	15:40-17:10	<b>Case Study</b> Louis Vuitton's Espace Culturelle	15:10-16:10	<b>Activity</b> Art and Luxury Collaborations
		17:10-17:30	<b>Debrief Case Study</b>			16:15-16:30	<b>Weekly Debrief</b>

*This schedule is a sample of a possible week during the Spring 2021 online term. It is subject to change and may not reflect every week of the online learning experience.*