



Sotheby's
INSTITUTE OF ART



Home Institution Credit

Application Form

2020 Summer Institute

New York

Sotheby's Institute of Art
570 Lexington Avenue
New York, New York 10022

summerny@sia.edu

sothebysinstitute.com/summerny



Sotheby's
INSTITUTE OF ART

History & Academic Programs

About the Institute

For 50 years, Sotheby's Institute of Art has been preparing students for careers in the art world. Students get a rare inside look at the business of art while exploring both the scholarly and practical sides of the art world, including the skills and professional connections necessary for successful entry into many art business fields. We have more than 8,000 alumni worldwide, working across all areas of the art industry.

Mission Statement

Sotheby's Institute of Art is the pioneer in the study of art and its markets. Our academically innovative and professionally-focused curriculum enables students to acquire specialized knowledge of art's objects, histories, and markets to impact art and related industries. The Institute is committed to fostering future generations of art business leaders and cultural stewards.

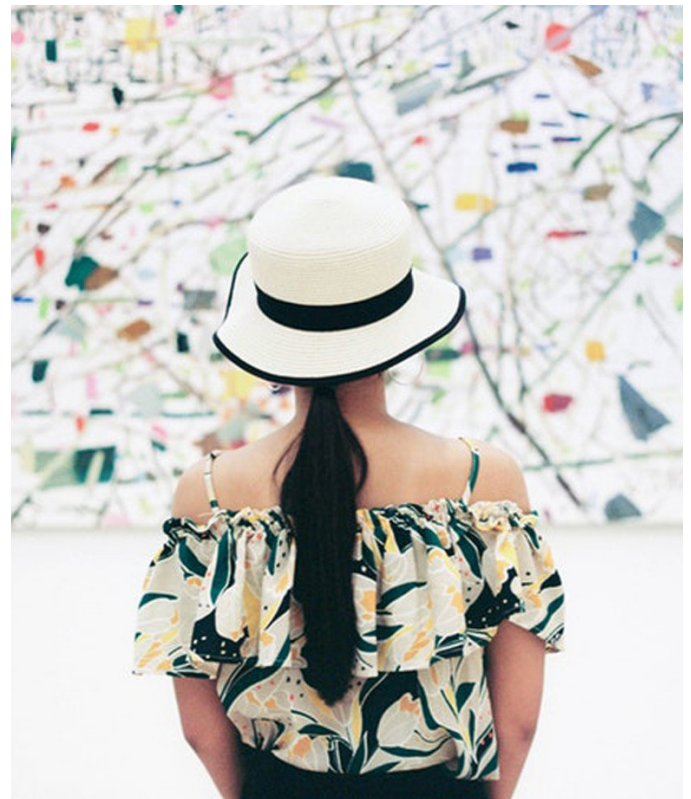
History

Originally a training program at Sotheby's auction house in London, the Institute has always aimed to bring a true understanding of art markets, art objects, art history, and art business to a global audience, thereby enhancing individual appreciation and knowledge of an essential part of civilization. Over the years, it increased its portfolio of courses and as the popularity of the courses grew, the result was a demand for degree granting authority. In 1995 the University of Manchester granted Sotheby's Institute of Art – London the status of an Affiliated Institution of its Department of Art History and Archaeology. It was the first education department of an auction house to be so closely associated with a university. Sotheby's Institute of Art – New York has been an accredited member of the National Association of Art and Design since 1989; in 2010 the New York Institute received degree-granting authority from the Regents of the State of New York. An important aspect of the Institute's

teaching approach is the ability to work directly with art objects so that students can develop a discerning and critical eye. This is a key differentiator in the Institute's educational approach. This "hands-on" philosophy means that students learn through actual examination of works of art, design and craftsmanship in galleries, museums and private collections. Married to this academic study is the learning of business and professional skills specific to the art world.

The Institute Faculty are noted academics in their fields and many are also practicing art professionals, engaged in scholarly research, writing art criticism, curating exhibitions and offering professional advice in such specialized areas as art law.

SIA programs draw on the art-rich environments the world's greatest art capitals and incorporate them into their curricula. Study visits to the galleries, museums, auction houses, and artists' studios form an essential part of a student's studies as do talks and discussions by invited artists and art professionals.



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Home Institution Credit Policy

Taking a Summer Institute course means the following:

- No application or transcripts were required to be admitted to the program.
- The student has not been officially admitted to a Sotheby's Institute of Art degree-granting program.

All Summer Institute courses are offered on a non-credit basis. Students who wish to take the four (4) week intensive courses for credit through their home institution need to inquire about requirements ahead of time from their school. Students must seek approval prior to taking the course, as credit acceptance is at the discretion of individual institutions.

Obtaining Course Credit

Any student wishing to obtain credit from their home institution must complete the form and return it to the Institute by May 22, 2020 to be eligible. Completion and submission of the "Course Credit Form" is mandatory. Two-week courses are not eligible for credit. Students will receive email notification from the Institute that they have been approved to take the course for credit shortly after the signed Course Credit Form is submitted. **Students enrolling in a Summer Institute course for credit must remit a separate \$500 fee per course before the first day of instruction.**

Assessment

Students who have received approval to take a four (4) week course for credit must:

- Adhere to the course attendance and participation policy
- Attend weekly research seminars, conducted by the SIA Head Librarian and/or Institute faculty
- Complete a final capstone project as determined and graded by their faculty

Specific requirements should be discussed directly with the faculty member on the first day of class. It is the student's responsibility to sign in at required events to receive credit for attendance.

Notification of Grades/Provision of Transcript

Upon completion of the required assignment/final assessment, faculty will provide a letter grade that will be noted on an official transcript from Sotheby's Institute of Art. This transcript will be sent directly to the relevant contact at the address of the home institution as noted by the student on the Course Credit Form. Students receive notification once it has been sent. It is the responsibility of an individual student to follow-up with their home institution to confirm that the transcript has been received. Please allow six (6) weeks from the last day of class for the transcript to be issued.

Return a complete Course Credit Form with signatures to:

summerny@sia.edu

Full details about courses can be found on our website at this link: <http://www.sothebysinstitute.com/summer-institute>



Sotheby's
INSTITUTE OF ART

Course Credit Form

2020 Summer Institute, New York

Complete and return before **May 22, 2020** to: **summerny@sia.edu**

Student Agreement

Student Name: _____
Student E-mail: _____
Student Major: _____
Student Year (e.g. Junior or Senior): _____

I received approval from my home academic institution for the below Summer Institute course(s):

Course Name: _____
Course Name: _____

Transcript to be sent to:

Name of Academic Institution: _____
Address: _____
City: _____ State: _____ Zip: _____
Country: _____

To whom and what department at the Institution should the transcript be directed?

Contact Name: _____ Department: _____

I agree to adhere to the course attendance and participation policy and to complete a final capstone project as determined by my faculty. I consent to have my transcript released to the above-named person at my home institution.

Student Signature: _____
Date: _____



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Art Business Essentials

Course Description

The art trade has long been considered an “exceptional economy,” but how exceptional is it really – and why?

This course will provide an overview of both classic and contemporary business frameworks and will use them to explore the art world’s many businesses, such as galleries, auction houses, storage facilities, insurance providers, and more. Site visits, classroom lectures, and guest speakers will engage with how each business positions itself strategically within the industry, identifies and reaches a target market, and how these activities both conform to and diverge from standard business models. By the end of the course, participants will have both a clear overview of the field of art business as well as a nuanced understanding of its particular challenges and rewards.

To complete the course, students will be asked to build a business plan for the creation of an art gallery using the notions and key principles learned during the classes and present it at the end of the course. This case study will demonstrate what skills and assets are necessary to create and drive a healthy business in the art industry.

Students will learn...

- To identify the various actors that comprise the art trade and how they interact.
- To understand how each business within the art world positions itself strategically within the industry, identifies and reaches a target market, and how these activities both conform to and diverge from standard business models.
- To analyze a wide array of art businesses to assess their strategic positioning and marketing effectiveness.



4-week course

Monday, July 6 - Thursday, July 30, 2020

10:00 AM - 12:30 PM

Week 1

- Identifying key players in the art world
- The history of art business, including the birth of auction houses and galleries
- How art business models differ from traditional business models

Week 2

- Art appraisal and valuation
- Current art market trends
- Art as a financial asset

Week 3

- Art market transparency and legislation
- Museums and non-profit art institutions
- Art marketing and branding

Week 4

- The rise of art fairs in the global market
- Art business and new technologies
- New business models for museums and art institutions

For more information:

Hayley Black

Admissions Advisor for Non-Degree Programs

summerny@sia.edu

Tel: US +1 212-897-6644

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Art History



Course Description

Experience the history of western art through the lens of New York City's outstanding art collections. Covering antiquity to contemporary art, this course will combine lectures with a close examination of works in museums such as the Metropolitan Museum of Art, the Met Cloisters, the Solomon R. Guggenheim Museum, the Museum of Modern Art, and the Whitney Museum of American Art. Historical and aesthetic concepts introduced in lectures and readings will be grounded in discussions and visual analyses of the artworks themselves. This course will provide a framework for understanding key artists, movements, and styles in western art, while building skills of visual analysis.

What you will learn...

- *To identify key artists, movements, and styles in western art history.*
- *To develop skills in visual analysis as well as define the vocabulary used to describe art objects by looking closely at works in a museum context.*
- *To recognize both continuity and change between different periods of western art history, and to connect visual observations with the historical and aesthetic concepts introduced through classroom lectures and related readings.*

4-week course

Monday, June 8 - Thursday, July 2, 2020
2:30 PM - 5:00 PM

Week 1

- The ancient Mediterranean: Egypt and Greece
- The Roman Empire and the rise of Christianity
- Medieval art and architecture

Week 2

- Romanesque and Gothic architecture
- The Italian Renaissance
- Mannerist art

Week 3

- Baroque and Rococo art
- Neoclassical and Romantic art
- Nineteenth-century art

Week 4

- Impressionism and Post-Impressionism
- The birth of Modernism
- Art trends of the twenty-first century

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Art World Marketing, PR and Communications

Course Description

Discover the marketing, PR and communication approaches across different sectors of the art world to learn how fundamental concepts apply in different scenarios, whether in a museum, auction house, gallery or nonprofit space. This introductory course will survey the tactics used to create integrated marketing and communications campaigns in the art world. Basic strategies of marketing and public relations will be explored, along with methods for making the most of social media platforms to develop and deepen customer relationships and engagement. Visits to arts organizations and businesses as well as conversations with communications and marketing experts will complement classroom lectures. Participants will have the opportunity to create an initial outline for a marketing and communications strategy applicable to their own experience.

Students will learn...

- To identify the specific communications skills required by the visual arts industry across a wide range of subject areas: from audience research, media planning, and creative development, to brand identity, social media, and digital marketing.
- To synthesize knowledge gained from classroom discussions, guest speakers, and site visits to marketing, PR, and social media in order to solve business problems intelligently and competently.
- To create an initial outline for a marketing and communications strategy.



4-week course

Monday, July 6 - Thursday July 30, 2020

2:30 PM - 5:00 PM

Week 1

- Art world marketing techniques
- Communication skills in the visual arts industry
- Integrated marketing and communications campaigns for the art world

Week 2

- Audience research
- Digital marketing and measurement
- Media planning

Week 3

- Advertising and branding
- Publications and online tools
- Marketing approaches across different sectors of the art world

Week 4

- Basic public relations strategies
- Social media
- New technologies and digital art platforms

For more information:

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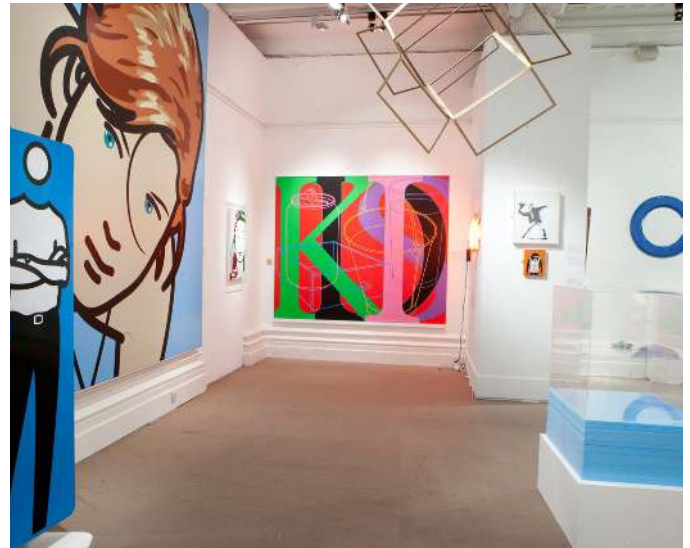
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Contemporary Art and Its Markets



Course Description

Today's contemporary art market is dynamic and exciting. It takes skill and expertise to navigate it successfully. This course will offer an overview of the fundamental structures of the business, the people, the institutions, and the organizations through which art flows, and will examine the economic, sociological, legal, and ethical dimensions of the contemporary art market. Participants will explore the notion of fine art as a financial investment, and the effect of this concept on both contemporary art and artists. This course will also explore the impact of changing art world roles and the rise of art fairs and other spectacle-based events on the international art circuit.

Students will learn...

- *To identify the fundamental businesses, people, institutions, and organizations that comprise the contemporary art world, and to understand how these different constituents drive the global art market.*
- *To recognize how value – economic and aesthetic – is determined for contemporary art, and how that value is affected by notions of art as a financial investment.*
- *To evaluate the market-related issues that affect the contemporary art market as the industry becomes more professionalized and globalized through the rise of art fairs and other spectacle-based, global events.*

4-week course

Monday, July 6 - Thursday, July 30, 2020
10:00 AM - 12:30 PM

Week 1

- Overview of the fundamental structures of the art world
- The role of auctions, galleries, and art fairs
- Historic high points in art since 1945

Week 2

- The economic, legal, sociological, and ethical dimensions of the art world
- The effect of art market financialization
- Corporate art collections

Week 3

- Factors influencing the pricing of artworks
- Art fairs
- The roles of connoisseurship and investment in collecting

Week 4

- Technology and globalization in the art world
- Research methods for delving into the contemporary art market
- Art law and the market

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Contemporary Art in New York



Course Description

New York offers one of the most dynamic contemporary art scenes in the world, and over time has been the launching pad for many of the most influential artists, galleries, museums, and auction houses. Through conversations with distinguished and emerging artists, curators, critics, gallery owners, and specialists, this course will provide in-depth insight and exposure to contemporary art today, looking at what is happening now in the New York art scene and, by extension, the international art world. Lectures will explore recent trends in art as well as reference relevant art historical movements such as Pop, Minimalism, Conceptualism, and Globalism. Key themes and concepts from art history will be introduced to describe how they influence art that is being made today.

What you will learn...

- *To identify the most important and critically acclaimed contemporary artists, styles, and trends of the last fifty years.*
- *To identify the key players in New York's contemporary art scene, including curators, dealers and art critics.*
- *To formulate pertinent questions about contemporary art and define terminology specific to the art world.*

4-week course

Monday, July 6 - Thursday, July 30, 2020
2:30 PM - 5:00 PM

Week 1

- The role of artists, galleries, museums, art advisors, and auction houses
- An overview of the contemporary art landscape in New York City
- The path of an artwork from creation to exhibition

Week 2

- Artistic media, from painting and drawing to film and video
- The history of contemporary and conceptual art
- Artists, collectors, philanthropists, and art critics

Week 3

- Contemporary art at auction
- Performance art
- Disruptive technologies in art

Week 4

- Globalization and identity politics
- The artist/gallery relationship
- Art fairs in the global market

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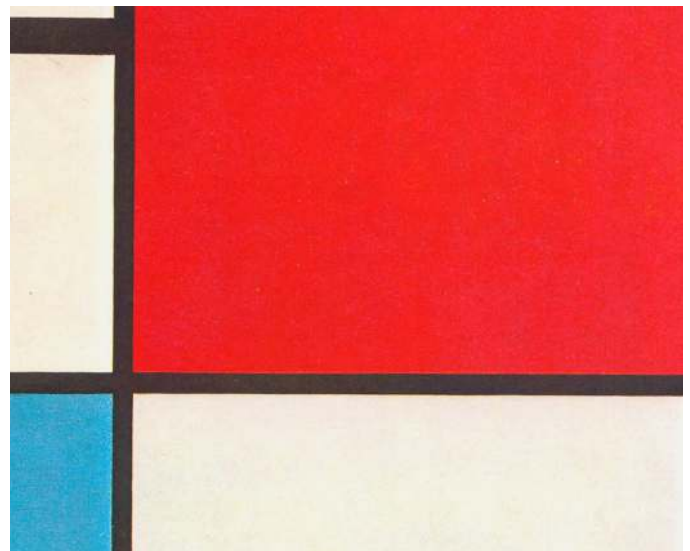
From Paris to New York: Exploring Modern and Contemporary Art

Course Description

This introduction to Modern through contemporary art will explore the pivotal artists, movements, concepts, and styles that have made a mark on the European and American art world from 1900 to the present. Through visits to New York's world-class museums and galleries, participants will learn about key movements such as Cubism, Surrealism, Abstract Expressionism, Pop Art, Minimalism, and more. The structure of the course will combine these site visits with classroom lectures and guest speakers to connect direct visual analysis of art with historical and theoretical concepts. Through their study, participants will come to understand how the art of the past continues to influence contemporary artists working today.

Students will learn...

- To identify the most significant artists, movements, concepts, styles, and art-making practices in Europe and America since 1900, and to implement the academic vocabulary used to describe them.
- To recognize how the art of the past continues to influence contemporary artists working today.
- To develop essential skills of visual analysis in order to speak with confidence about modern through contemporary art and art history.



4-week course

Monday, June 8 - Thursday, July 2, 2020
2:30 PM - 5:00 PM

Week 1

- Introduction to European Modernism
- Early European Modernism at the Met Museum
- The Ashcan School and the Armory Show

Week 2

- Dada and Surrealism
- The New York School
- Surrealism and The New York School at the Met Museum

Week 3

- Neo-Dada, Pop, and Minimalism
- Post-Modernism
- Basquiat, Mapplethorpe, and Simone Leigh at The Guggenheim Museum

Week 4

- Chelsea Art Galleries
- Contemporary artists at the Whitney Museum of American Art
- Contemporary artists at PS1

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Fundamentals of the Gallery Business



Course Description

What role do galleries play in the art world? What is an art gallery's purpose and structure? What will the gallery of the future look like? This course will focus on the general operations of art galleries to explore different models of how to run a gallery, as well as what it takes to be successful in the current art market. Through lectures and site visits, participants will get the inside scoop on running a gallery in today's art world. Students will look at the process of developing gallery startups, study general budgeting, and examine issues related to staffing and sourcing artworks. Students will look at sales strategies to institutions, private collectors, and art education for the public to help build and sustain profits. Students will examine media communications, artists' estate representation, and practice building sample exhibition schedules and related programming. As part of the course, students will have the opportunity to put theory into practice by developing a business model for their own art gallery, whether online or offline.

Students will learn...

- To identify the basics of starting an art gallery, including daily operations and economic contexts.
- To recognize the different approaches that galleries take on crucial aspects of the business, as described by professionals working in the field.
- To develop a business model for a gallery and gain hands-on experience as an art gallery entrepreneur.

4-week course

Monday, July 6 - Thursday, July 30, 2019
2:30 PM - 5:00 PM

Week 1

- Basic gallery structure and job functions
- Evolution of the gallery's role in the art world's global platform
- The historic context of galleries

Week 2

- Gallery concept and branding
- Sourcing artists and artworks
- Fundamentals of revenue generation

Week 3

- How galleries make money
- Predicting, planning, and managing a gallery's budget
- Artist contracts and consignments

Week 4

- Creating an exhibition schedule
- Gallery participation in art fairs
- The gallery of the future; e-commerce and digital innovations

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Introduction to Art Law



Course Description

Designed for both lawyers and non-lawyers, this course will provide an overview of the critical legal issues specific to the art market. Participants will examine the rights of artists, including copyright, fair use, and the appropriation of images by artists such as Jeff Koons, Richard Prince, and others. The course will cover freedom of speech, rights of privacy and publicity, issues related to authentication and appraisals, and legal and ethical concerns surrounding the restitution of cultural property and current case development around Nazi-era looted art. Participants will have the opportunity to hear from art experts and attorneys from museums, auction houses, and galleries.

Students will learn...

- *To identify critical legal issues specific to the art market, including the legal responsibilities of galleries, auction houses, art advisors, and collectors.*
- *To understand the rights of artists, including copyright, fair use, and appropriation.*
- *To recognize legal and ethical concerns surrounding the restitution of cultural property and case development around Nazi-era looted art.*

4-week course

Monday, July 6 - Thursday, July 30, 2020
2:30 PM - 5:00 PM

Week 1

- Legal definitions of art
- Issues such as copyright, infringement, appropriation art, fair use, and parody
- Rights of privacy and publicity

Week 2

- Controversial art and freedom of expression
- Recent disputes concerning museums
- Restitution of art stolen during the Nazi era

Week 3

- International transport of cultural property and the antiquities trade
- Alternative resolution of art disputes
- Artist-gallery representation

Week 4

- Expert opinions on authenticity and valuation
- Artists' resale rights in Europe and the United States
- Legal issues related to auctions

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Introduction to Curating



Course Description

This hands-on course will provide an immersive encounter with curatorial practices in today's art world, with an emphasis on curating contemporary art. Participants will learn the skills needed to navigate this exciting field, from developing relationships with artists, to writing exhibition proposals, to installation planning and design. Students will study both for-profit and non-profit business models and understand the organizational and operational differences between them. Classes will include seminar-style discussions, site visits to major New York institutions, and guest lectures by prominent art experts. The course will survey the history of curating as well as the impact of recent phenomena such as the emergence of the independent curator and the artist-curator, the proliferation of biennials and art fairs, and the growing significance of participatory and interactive art.

Students will learn...

- *To evaluate the essential qualities of a strong curator, as well as identify and define the historical and contemporary role of the curator in relation to recent exhibit trends.*
- *To distinguish the curatorial approaches of several key New York art institutions, and to compare the similarities and differences between them.*
- *To develop students' individual ideas into a hypothetical exhibition plan.*

4-week course

Monday, June 8 - Thursday, July 2, 2020
10:00 AM - 12:30 PM

Monday, July 6 - Thursday, July 30, 2020
10:00 AM - 12:30 PM

Week 1

- A history of curating in the twentieth century
- Who are today's leading curators?
- Institutional curating: permanent vs. temporary

Week 2

- Nuts and bolts: exhibition planning and design
- Curating in the modern museum
- Independent curating

Week 3

- The studio visit and working with artists
- Curatorial trends for the twenty-first century
- Curating in commercial settings, such as art fairs and galleries

Week 4

- Site-specificity in art and curating
- Institutional curating and acquisitions
- Writing a curatorial proposal

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The Value of Art: Introduction to Market Research and Valuation



Course Description

Determining the valuation of fine art is vital for art business professionals. This ability requires a set of skills comprised of academic research, as well as knowing where to look, whom to consult, how to unravel a mystery, and much more. This course will provide participants with a thorough introduction to art research methods, using traditional print formats as well as online databases. Participants will learn about the essential tools for valuation consideration, including comparables, provenance, Getty Object ID terminology, ArtTactic analytic reports, fair market value, retail replacement value, catalogues raisonnées, and more. Through a combination of lectures, guest speakers, site visits to galleries, museums, and artist's studios, and a library orientation, participants will receive an intensive introduction to the art of research and valuation.

Students will learn...

- *To assess works of art from a valuation perspective, ask the right questions, and become conversant with terminology specific to art market research and valuation.*
- *To select comparables thoughtfully and appropriately, and to recognize the approaches for assigning values to a variety of artworks.*
- *To identify the major databases for fine arts and understand how appraisers use them.*

4-week course

Monday, June 8 - Thursday, July 2, 2020
10:00 AM - 12:30 PM

Week 1

- Fine art research and valuation methods
- Research using print formats and online databases
- Selecting comparables

Week 2

- Provenance research
- Using catalogues raisonnés
- The Getty Object ID database

Week 3

- ArtTactic analytic reports
- Fair market and retail replacement value
- Assigning value to a variety of artworks

Week 4

- Issues of condition and their impact on value
- Art as an asset class
- Market reports, trends, and forecasting

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Understanding the Global Art Market



Course Description

The art market – like most major business sectors in the 21st century – operates in a complex, dynamic, and global environment. This course will provide a foundation for understanding the history, structure and various segments of today's ever-evolving international art market. Participants will also gain insights into the current state of both the primary and secondary art markets while learning about the major global market players, including auction houses, galleries, dealers, art advisors, and curators. Additional topics will include an introduction to the latest analytical tools and methodologies for sector analysis, as well as exposure to emerging markets and technology-driven innovations that are contributing to today's realignment of the art market.

Students will learn...

- *To identify the roles of the various interdependent actors and institutions that comprise the global art market.*
- *To compare the current landscapes of global art markets in Latin America, Asia, the United States, and the Middle East.*
- *To critique how these various markets are evolving and assess their future outlook.*

4-week course

Monday, June 8 - Thursday, July 2, 2020
10:00 AM - 12:30 PM

Week 1

- The history of global art markets
- The primary, secondary and online art markets
- The global trade in Chinese porcelain

Week 2

- The rise and fall of Paris as the center of the global art market
- New York as a global art marketplace
- The intersection of art and finance

Week 3

- An overview of current global art markets outside America and Europe including Asia, Latin America, Russia, and the Middle East
- The development and growth of art fairs
- Photography and prints

Week 4

- New York as a global marketplace
- The Chinese art market
- New technologies

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