

SOTHEBY'S INSTITUTE OF ART – SUMMER COLLEGIATE PROGRAMS 2025

FREQUENTLY ASKED QUESTIONS

Can you provide a general program overview?

The Summer Program in London is a 4-week or 8-week program geared at those looking to enhance their professional acumen and prepare for undergraduate study within the wider creative industries. With London as the backdrop, Summer Program students will have the chance to explore one of the greatest art cities in the world while creating a portfolio of work that will propel them forward in college applications and their future career. Through a choice of courses and peer-to-peer mentoring under the guidance of world-renowned faculty including curators, authors, and art historians, students will undertake topically led briefs and real-world scenarios.

The intensive program combines engaging expert-led sessions with site visits, workshops, and group activities alongside independent research – ultimately preparing participants for the next step in their academic and professional journey. It's the perfect opportunity to explore art and business topics while spending the summer in the heart of bustling London.

What are the course options?

The Global Art Market (taught in sessions 1 and 2)

For those looking for a well-rounded understanding of how to operate within the art market on an international scale.

This foundational course uncovers the art world ecosystem, introducing the key concepts, individuals, and business models that underpin the global art market and wider creative economy. Exclusive access to individuals and institutions within the art world is a crucial learning tool for this course as it includes site visits to art institutions throughout London for hands-on learning. ***This course is accredited through the University of Manchester.***

Curator Academy (taught in sessions 1 and 2)

For aspiring curators, producers, and exhibition designers.

With a project-oriented focus, this course will equip students with the contextual knowledge and practical skills to plan, develop, and deliver a curatorial project. Topics will include the curator as auteur, facilitator, mediator and project manager as well as contemporary curatorial approaches and research methodology. ***This course is accredited through the University of Manchester.***

Luxury Business (taught in session 2 only)

Ideal for undergraduates passionate about business, branding, marketing, hospitality, and client relationship management.

Guided by expert faculty from Sotheby's Institute, students will delve into the multifaceted world of luxury, gaining an in-depth understanding of what defines luxury in a contemporary global context, and the essential aspects of creating or running a business within this sector. The curriculum covers a wide array of foundational topics: studying the legacy and influence of historic luxury brands, assessing the value of luxury items, navigating legal and ethical considerations, and analyzing the shifts in luxury retail, including the transition from traditional in-person experiences to the growing realm of online sales. Students will work in groups or individually to develop their own draft business plans for a new or existing luxury business. ***This course is not accredited.***

What are the Programme Dates for each summer session?

Session 1

Program Start Date: Monday, June 9

- This is the day you should plan to arrive in London.
- If you are in SIA provided housing, you can check into housing on this day.

Orientation: Tuesday, June 10

Classes Begin: Tuesday, June 10

Program End Date: Friday, July 4

- If you are in SIA provided housing, you will check-out of housing on this day.

Session 2

Program Start Date: Monday, July 7

- This is the day you should plan to arrive in London.
- If you are in SIA provided housing, you can check into housing on this day.

Orientation: Tuesday, July 8

Classes Begin: Tuesday, July 8

Program End Date: Friday, August 1

- If you are in SIA provided housing, you will check-out of housing on this day.

When are classes held?

Classes are held Monday – Friday, 10:00am – 4:00pm (with a break for lunch).

You should anticipate being in class 4 – 5 days per week to complete these intensive courses.

There are no required evening or weekend academic commitments.

Where are classes held?

Classes will take place at 30 Bedford Square, Bloomsbury, London, which is the London campus of all programs owned and operated by BrandEd. Sotheby's Institute of Art students will share the campus with Vogue College of Fashion and students attending the Wired Summer Lab program.

What Are Your Eligibility Requirements?

All applicants must be at least 18 years old by beginning of the program and we recommend that they are currently enrolled in, or considering enrolling in, or have recently completed an undergraduate university program.

For non-native English speakers, we recommend having a minimum IELTS score of 6.0 or TOEFL score of 78 IBT.

To apply, you need to complete the **Application Form**, which includes a Personal Statement explaining why you're interested in the programme and how it aligns with your goals.

During the application, you will be able to choose the course you wish to study. Each course lasts for the full 4-weeks of the program, however students who wish to pursue multiple courses can apply for both sessions to create an 8-week program.

If you are applying for The Global Art Market or Curator Academy courses, you will also be asked to upload a copy of your unofficial undergraduate transcript for review.

What are the Admissions Deadlines?

Early-bird deadline: March 1, 2025

Regular application deadline: May 2, 2025

How long can students expect a response after applying?

Generally, you would hear back from our Admissions team within 48 hours of submitting your application.

What is the cost of the programme?

Early Bird Price (available until February 1, 2025):

- Tuition Only: £5450

Full Price:

- Tuition Only: £5,950

Deposit:

- A £1500 Tuition Deposit will be due upon acceptance of offer to hold your space in the program.

Accommodation:

- £2500

Sotheby's Institute of Art has secured a limited number of housing accommodations for students participating in the Summer Programs in London (for an additional accommodation fee). If you are interested in securing one of these accommodation spots, you can submit your interest for this accommodation option on the program application. This accommodation is provided on a first come, first serve basis. Program participants are only secured an accommodation spot upon submitting full payment for the accommodation fee in the amount of £2500, billed at the time of program acceptance.

What is the refund policy?

Please read through the [Terms and Conditions](#) for more information.

Does the program provide accommodation?

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Housed in the heart of Camden, [The Stay Club Camden](#) is based in a lively and vibrant area of London, particularly in the summer! It is located in Zone 2, within walking distance of the Northern tube line, which connects students directly with the closest tube station to the Institute. Students reside in a single occupancy en-suite studio with a private bathroom and small kitchenette. The residence has many shared spaces, including classrooms for study and a café, for mingling.

Student rooms are furnished with a bed, bedding pack (linen, pillow, and duvet), kitchenette and basic kitchen utensils, and towels (hand towel, bath towel, and bathmat).

Is Health Insurance required?

You are strongly advised to take out private medical insurance, as you will be liable for NHS charges for the treatment you receive in the UK except for in a medical emergency and this is limited.

Some countries have a reciprocal agreement with the UK which may entitle you to some free healthcare on the NHS, but you should seek advice from the health authorities in your home country about exactly what treatment will be covered.

What Visas are needed to enter the UK for this program?

Depending on your country of origin, you may require a visa to participate in the Sotheby's Institute of Art Summer Program. Generally, the Standard Visitor visa may be the most appropriate visa to use to participate in the programme; however, we strongly encourage international students to contact their country of origin's embassy/government office to confirm. We also encourage international students to visit the [UK Government Visa website](#) for additional details. Sotheby's Institute of Art can provide letters of verification upon request.

However, visitors coming to the UK who do not hold a paper, or e-visa (such as visitors coming from non-visa national countries such as the USA, Canada, Australia etc.) must now apply for an electronic travel authorisation (ETA) document. Your carrier will not allow you to check in unless you hold this document.

This should be applied for online, the cost is £10 (correct as of January 2025) and can be used for visits to the UK for a two-year period.

More information on the electronic travel authorisation document and application process is located here: <https://www.gov.uk/guidance/apply-for-an-electronic-travel-authorisation-eta>

If you have any questions regarding entering the UK on a visa or the ETA, or would like to request a verification letter, please contact visa.compliance@branded-edu.com.

When should you arrive and depart London?

Students residing in Sotheby's Institute of Art provided accommodation may move in after 3pm on your program start date . You are welcome to arrive in London earlier, but you will need to arrange independent accommodation as access to the residence is only permitted from the program dates and time stated.

Your arrival day is open so you can familiarise yourself with the area, buy groceries and other necessities, and settle into your London home.

You should plan on checking out of your SIA housing by 10am on your program end date. If you wish to remain in London after this date, you need to arrange independent accommodation as the Institute cannot facilitate housing extensions.

Students who are participating in both Sessions of the Summer Program and residing in SIA provided accommodation may remain in their housing during the break between sessions (Friday, July 4 – Monday, July 7) at no extra cost.

Students who have arranged independent accommodation / housing for the program should plan to move in on or before the program start date.

Is there an Orientation / Pre-Departure Orientation?

Virtual pre-departure orientations will take place approximately a month prior to your program start date.

Admitted Students will receive a Zoom link from the Summer Program team in advance of their Pre-Departure Orientation date.

During these sessions, you will receive further details about your programme and will have the chance to ask any questions from the programme team.

If you were unable to attend these pre-departure Q&A sessions, a recorded version will be made available following each one of them.

All students must attend their course orientation on Tuesday 10 June or Tuesday 8 July, which will take place in the morning with their first class taking place that afternoon.