



# Art as a Global Business:

## The Value of Art - New Course!

Instructor: Giovanni Aloï | 6-week Online course | \$1500/course | Oct. 5 - Nov. 15, 2015

The Value of Art introduces students to the current artistic scene and markets whilst exploring the historical backgrounds that made them what they are today. The course provides essential information about the key art market makers and shakers and clearly explains the structures, dynamics, and the legal context within which they operate. Each week is specifically designed to build knowledge on old masters and contemporary art alike, looking at the past to better understand and more firmly grasp the importance of contemporary developments. Beyond considering the importance of the substantial amounts of money involved in dealing in art, \$15.2 billion worth of art was sold in 2014 and a painting by Gauguin was recently sold for \$300 million, this course also provides students with the opportunity to carefully consider the challenges, risks, and opportunities inherent in the market. Students will have weekly lectures, be expected to actively participate in course discussions, and complete short writing assignments over the six week period.

### An Introduction to Collecting

- Cabinets of Curiosities – the history of collecting
- Development of museums and contemporary collecting practices

### Introduction to the Art Market

- Renaissance patronage to today - the history of the market
- Primary, Secondary, Auction, and New Markets

### The Value of Art

- What makes art valuable?
- How are market values established?

### Validation

- Exploring the networks of institutions and individuals that shape the market

### The Rise of Pop Art

- Exploring the rise of Pop Art at auction
- Art, consumption and identity

### Opportunities, Challenges and Risks

- Photography, video, and installation art
- Multiples and limited editions

### For More Information

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