



ART MARKET,
CULTURE, LUXURY.

COURSE LIST

Master « International Art Market Management »

Courses taught in English - Year 2019-2020

COURSE TITLE, 1 ST YEAR	
1 ST SEMESTER - AUTUMN SEMESTER	2 ND SEMESTER - SPRING SEMESTER
1. Sociological study of the Art Market	1. Aesthetics and trends in the Art Market
2. Cultural policies of the Art Market	2. Furniture: expertise and market
3. Decorative arts from the origins to nowadays: styles and market	3. Fashion: expertise and market
4. International and cross-cultural dimension of the contemporary art market	4. Photography: galleries, artists, collectors and value
5. Mapping the art world: panorama of the major actors and means of production	5. Digital art in the international Art Market
6. Working in the 21 st century art market: facts, figures and challenges	6. New trends in artistic creation and exhibition places
6. «Online» and «Offline» communication strategies	6. Alternative forms of support to the artistic creation
7. Marketing tools and strategies	7. Business etiquette and protocol
8. Exhibition design, scenography and production	8. Cross-cultural management
9. Artwork identification and catalogue creation	9. «Online» and «Offline» communication strategies
10. «Pop-up gallery»: conceiving and producing an exhibition	10. Technical paper*
11. Financial management and strategy	11. Public and private sector: meeting point and challenges
12. Responsibilities of a Manager and Public Relations	12. Company law and legal aspects of the economic agents of the Art Market
13. Panorama of the legal aspects of the Art Market	13. Circulation of objects of art
14. Rights of artworks, artists and contracts in the international Art Market	14. Insurance of objects of art
15. Foreign language: introduction to French/Chinese	15. Foreign language: introduction to French/Chinese

*Technical paper: research and writing on an artwork of the student's choice followed by an oral defence in front of a jury