



NAVIGATING THE ART MARKET

This course aims to provide museum professionals with a practical understanding of the art market through a combination of online sessions and a one-day seminar in London. Topics range from the art ecosystem, how to bid at auction, to the legal aspects of acquiring art and tips for cultivating relationships with art dealers and collectors.

Online Content:

- 29 January *Session One: Introduction to the Art Market*
The session aims at introducing the art market today and its history, sales at auctions and the proliferation of art fairs (physical and online).
- 5 February *Session Two: The Art Ecosystem*
Session Two provides an understanding of the primary and secondary markets and the different business models in the art world.
- 12 February *Session Three: Acquiring Art from Dealers and Galleries*
Session Three considers the opportunities of acquiring art from dealers and galleries.
- 19 February *Session Four: Tools for Navigating the Art Market*
The final online session provides various online resources for understanding and analysing the art market.

Day Course: Friday 23 February, 2018

Sotheby's Institute of Art, 30 Bedford Square, London WC1B 3EE

- 9.45 Welcome
- 10.00-11.30 *Guidance for Art Acquisitions through an Auction House*
- 11.45-12.30 *Art & VAT: Auction Symbols and the Margin Scheme*
- 12.30-13.30 Lunch
- 13.30-15.00 *Panel Discussion: Strengthening the Museum through its Trade Relationships*
- 15.30-17.00 *Tax and Heritage: Understanding Schemes to Help Build Public Collections*

This timetable may be subject to change

For more information, please contact: shortcourses@sia.edu