



LONDON

# ART BUSINESS

SEPTEMBER 2011 – OCTOBER 2012

MASTER'S DEGREE  
POSTGRADUATE DIPLOMA

"I took a career break from the City to do Sotheby's Institute of Art's MA in Art Business. The course was unparalleled in terms of its focus on the art market and the calibre of the tutors. Straight after my MA I began working at The Art Newspaper, becoming its art market editor in 2007. Three years on, I still regularly find myself referring back to what I learned during my time on the course."

**Melanie Gerlis**  
MA Art Business, 2006  
Art Market Editor, The Art Newspaper



CONTACT

Admissions Manager  
**Sotheby's Institute of Art – London**  
30 Bedford Square, Bloomsbury  
London WC1B 3EE  
Tel: +44 (0)207 462 3219  
Email: [info@sothebysinstitute.com](mailto:info@sothebysinstitute.com)



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### OVERVIEW

London is at the centre of the global art and antiques market, where dealers trade in Asian and Indian art alongside British and European. This is a \$60 billion plus industry, employing hundreds of thousands of professionals in small and medium-sized businesses as well as in a number of large enterprises, including auction houses, galleries, investment banks, insurance companies and other specialist service suppliers to the market.

Many of our graduates now hold responsible positions in the international commercial art world. The programme is not a business degree but a degree in the business side of art. It is designed for students with an art historical background who want to understand business theories and practice, as well as the technical and structural elements of the art market.

An important theme of the programme is its analysis of a wide range of art market sectors. Students learn how to evaluate and market art objects from antiquity to the present day.

Europe is home to a number of other significant centres for the art market, offering valuable comparisons with the London scene. Recent study trips abroad have included the Maastricht TEFAF Art Fair, and contemporary art Fairs in Turin, Paris and Berlin.

### SEMESTER 1

#### September – December 2011

- International Art World I
- Ethics and Law I
- Art Finance I
- Research and Marketing Methodology

### SEMESTER 2

#### January – June 2012

- International Art World II
- Ethics and Law II
- Art Finance II
- Professional Practice and Appraisal

### SEMESTER 3

#### June – October 2012

- Dissertation (MA only)  
Students prepare a dissertation under the supervision of their tutor

### FACULTY

- Dr Iain Robertson, Head of Art Business Studies
- Dr David Bellingham, Programme Director
- Natasha Degen
- Dr Anna Dempster

Plus specialist consultant lecturers:

- Jeremy Eckstein
- Anders Petterson
- Dr Derrick Chong
- Professor Henry Lydiate

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