

POSTGRADUATE / CONTEMPORARY ART



CURRICULUM

MARKETS INTERNATIONAL ACADEMY OF ART & DESIGN

design mundo afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

academic master in

CONTEMPORARY ART MARKETS

AREA
Visual Arts

**COURSE ADVISOR
LEADER**
Milan
Ilaria Bonacossa

The Academic Master is an intensive study path directed at providing students with effective tools for the interpretation of art market dynamics, with particular focus on contemporary artistic languages. The first cycle of the programme is dedicated to classroom activities, workshops and visits to galleries, foundations and museums. The second is focused on internships, enabling students to experience different market areas first-hand, and on the final projects. Students will also attend study trips to Artissima in Turin and Art Basel, the sector's most important fairs.

LANGUAGE
Italian - English

CAMPUS
Milan

DEGREE AWARDED
First Level Academic
Master Degree

CREDITS
60 CFA

LENGTH
One year

**CAREER
OPPORTUNITIES**

Private and corporate
collections curator

Manager of artists
foundations
and archives

Specialist at auction
houses

Art dealer

Project manager for
galleries, museums
and foundations

Communication
manager and journalist

Art advisor

Consultant for legal
and financial art
services

**LEARNING
OBJECTIVES**

To understand the complex dynamics of the art market and the roles of the different professionals engaged in this sector

To acquire solid cultural, legal and economic knowledge of the art market

To develop projects and acquire historical and critical analysis and specialised communication competencies, along with practical and management skills

CURRICULUM

COURSES	CFA
Art market legislation	6
History of contemporary art	6
Art management	8
Economy and art market	8
Contemporary museum studies	8
Valorisation of collections	8
TOTAL CREDITS COURSES	44
Internship	10
Final project	6
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	16
TOTAL CREDITS MASTER	60

COURSES

ART MARKET LEGISLATION

The course provides students with overall knowledge of the Art Law discipline. With a comparative approach, the legal aspects of the artist rights, the identification and protection of artwork, the contracts on the circulation of artwork, and the management of artists' archives will be covered and analysed. Particular attention will be dedicated to contemporary artwork, not neglecting the study of the peculiar discipline of cultural heritage law. While on one side the art market is characterised by a global vocation, on the other side it is important to know and consider the peculiarities of each national legislation.

HISTORY OF CONTEMPORARY ART

The course provides the students with the opportunity to investigate the artistic languages since the early 1900s and to build up sound cultural, historical and critical references, exploring the links among different cultural movements and contexts of the 20th century as well as original rediscoveries of the contemporary art.

ART MANAGEMENT

The aim of this course is to develop an understanding of management practices and trends within the international contemporary art market. The course focuses on the interactions between artists, collectors, museums, auction houses and galleries, as well as on the approach to art as an investment to gain insight into the economic and management dimensions of the contemporary art world. The aim of this course is twofold: to gain insight into the economic and management dimensions of the contemporary art world; and to make students with a variety of interests (like business or society) aware of the intricate and often problematic interaction between the world of money and finance on one side, and the creative world on the other.

ECONOMY AND ART MARKET

Through the different modules, the course presents an overview of the economic thinking, with reference to the most recent economic theories, and delve deeply in the art market, its structures, its main actors and their interactions with the system of art and culture. The students gain a complex knowledge of the dynamics in the development of the art market, analysing processes such as globalisation, financialisation, and the relationship between value and price of works of art.

**CONTEMPORARY
MUSEUM STUDIES**

In the aftermath of the Second World War, throughout Europe, one of the most discussed topics is the re-construction of buildings for cultural purposes. The rapid re-opening of museums soon follows the phase of necessary residential rebuilding: the example of Milan is among the most important ones. In this scenario, museums take on the role of highly relevant public spaces and ideal instruments for a broader process of education, gaining greater awareness of their role within the public sphere. Starting from the early 20th Century's, the course carries out a survey on some case studies related to the city of Milan, in order to analyse its cultural and institutional framework. Through cross-discipline readings and thematic analysis, the students will study the most important figures of the national art scene.

**VALORISATION
OF COLLECTIONS**

The course provides students with an overview of how both private and public collections are created, analysing the role of the art market as well as of cultural trends in influencing the choices of collectors and public institutions. Furthermore, the course will focus on the provenance of artworks highlighting the often crucial role played by private collectors and donors in the creation of public collections. A special focus will concern Milan's collections: through guided visits to main art institutions, interaction with the main actors in the art field, places and operating examples, the course provides students from different cultural backgrounds with general knowledge of the Italian art system, in order to help them become acquainted with art and collection history and its lexicon.

FINAL PROJECT

The conclusion of the didactic path is the Final project in which the students will individually present and discuss their final projects (Portfolio) developed with the support of the Course Advisor Leader and/or one of the lecturers of reference within the ambit of the specific itinerary required by the second teaching period. The Final project takes the form of a Portfolio, consisting of the papers and projects completed during the first teaching period and/or new contents prepared by the students. The purpose of the Portfolio is to demonstrate and highlight the knowledge and competences acquired by the students and, at the same time, to valorise their personal and original research interests, consistent with the didactic itinerary completed.