

# PROFESSIONAL ARTS PROGRAMS (ARTP1-CE)

## ARTP1-CE 4440 Summer Intensive Certificate in Arts Administration (0 Credits)

The phenomenal growth in the number of visual and performing arts organizations has created a need for skilled managers in arts administration. In this program, learn about staffing and operating a nonprofit organization; ways to work with boards of directors; marketing techniques and strategies; basic principles of fundraising; and budgeting, accounting, contracts, and legal issues. Lectures, discussions, case studies, workshops, guest speakers, and study tours of local arts groups provide an overview of the varied career paths available in arts administration. **Who Should Enroll?** This program is designed to benefit recent college graduates with an arts background, artists, career changers, educators, and all others interested in the administration of arts organizations and cultural institutions. **Faculty:** Mark Beigelman, Counsel, Kaufman, Feiner, Yamin, Gilden & Robbins LLP; Producer/Associate Producer, *Trick*, *Mae West's Sex*, *The Tap Dance Kid*, and *Nine*; James McGarry, Director of Finance and Administration, Center for Traditional Justice; former Controller, City Harvest and American Ballet Theater; Richard Shein, Chief Financial Officer, New-York Historical Society; former Associate Director, Columbia University; Geri Thomas, President, Thomas & Associates, a staffing and consulting organization for museums and nonprofits; former Director of Exhibitions, The Jewish Museum; Amy Fiore, Managing Director for TADA! Youth Theater; Catherine Behrend, former Deputy Director, Percent for Art, New York City Department of Cultural Affairs; Michael Chang, President, MC Art Strategies; former Executive Director, Downtown Music at Grace

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## ARTP1-CE 8008 Appraising Contemporary Asian Art (0 Credits)

Contemporary Asian art has become a vital part of the world art scene, with European and American museums and collectors increasingly buying in this market. China has made dramatic and exciting contributions to contemporary art, while Japan and Korea continue a longer tradition of modern and contemporary art. New players on the scene include India, whose new wealth and global reach is reflected in a burgeoning art market, while Thailand, Indonesia, and Vietnam have shown strength in attracting a global audience. Learn about these art worlds, their stars and newcomers, and the changing nature of the Asian art market.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## ARTP1-CE 8010 Appraising 19th-Century French Painting and Sculpture (1.5 Credits)

French 19th-century art includes a dizzying array of styles and movements—neoclassicism, romanticism, impressionism, and the birth of modernism, among others. Explore the appraisal of French painting, from the neoclassicism of Jacques-Louis David and the Barbizon school of painting to impressionism of the 1870s. Examine academic painters, such as William-Adolphe Bouguereau and Carolus-Duran, and sculptors, including Albert-Ernest Carrier-Belleuse and Pierre-Jules M&eacute;. The course focuses on the broad range of French painters and sculptors that an appraiser would be likely to encounter in an average fine arts appraisal. Visits to the Metropolitan Museum and galleries are included.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## ARTP1-CE 8011 Understanding the Art Market: Will Art Survive? (1 Credit)

Crisis and change enveloped the international art market in 2020 and 2021, most obviously triggered by the global COVID-19 pandemic. However, the market was already in crisis. Art itself had further evolved into a ranked hierarchy of nearly unaffordable luxury brands. Underlying issues and inequities were activated by social and political upheaval, especially in the United States. On the for-profit side of the art business, art media perpetuated the myth of the art market as a mysterious place with its complex mix of private dealers, galleries, auction houses, the Internet, and social media. On the non-profit side, traditional museums competed with hyped, interactive themed experiences, as well as other "entertainment." This course explores and explains each sector of the traditional and evolving art market. It is designed to explain how the market operates, dispel common misconceptions, and deconstruct hyperbole in the media. Through weekly lectures and discussions, this course will demystify art market channels from galleries and on-line buying platforms to investment funds and syndicates, as well as explore the future of nonprofits. Together we will examine the question "will art survive and, if so, how?" Questions? Contact us at The Center for Applied Liberal Arts (CALA). Email [sps.cala@nyu.edu](mailto:sps.cala@nyu.edu) or call 212-998-7289.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## ARTP1-CE 8013 Mexico: Appraising Five Centuries of Art (1.5 Credits)

Explore the long tradition of Mexican art—from the period of European arrival in the Americas through the colonial viceregal period, to independence, and then to today's contemporary artists. Mexico's unique artistic heritage is built on its pre-Columbian cultures, combined with Moorish, Asian, and European influences. These cultures combined to produce a new, diverse, cosmopolitan tradition seen in works from the colonial period to the Mexican muralist movement made prominent by artists such as Diego Rivera, Siqueiros, and Orozco. The course includes lectures on Mexican art and consideration of value and appraisal issues, as well as museum and gallery visits.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8034 Fine Art as a Financial Asset (1 Credit)**

Art continues to be used as collateral for financial loans, at both banks and auction houses. Learn the loan requirements and considerations of such lenders. What are the characteristics of fine art that make it a viable alternative asset? Analyze the performance of fine art over time, within art collecting categories, and as compared to the stock market. Examine the value of fine art in the context of current domestic and international economies, draw on lessons of the performance of art in prior economies, and project what this may mean for the future.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8047 Collecting and Appraising Rare Books (0 Credits)**

In this course, appraisal students and collectors acquire some of the specialized knowledge needed in the world of rare books and manuscripts. Explore the physical structure of books, formal bibliographical descriptions, and book illustration processes. Discuss the roles of book collectors, dealers, rare book libraries, and the determination of market value. Six sessions are at the Grolier Club; the others are at the Morgan Library and Museum, Christie's, a rare book library and conservation lab, and the shop of a prominent dealer. Students handle and examine books that illustrate class discussions. Includes guest lecturers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8074 Cultural and Educational Tourism: A Primer for Arts Administrators (0 Credits)**

Tourism and travel programs are an important strategy in many of today's cultural organizations. They are used by arts administrators, membership directors, and development staff to fulfill crucial missions of their organizations. Learn the nuts and bolts of how to devise cultural tourism programs. On day one, a panel of key players from arts organizations, government tourism organizations, and special interest tour operators with successful fundraising and member travel programs present their expertise with ample time for discussion. Day two is an immersion into the mechanics of running affinity travel programs. Special emphasis is placed on using travel to cultivate and retain members and donors.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8079 Starting a Successful Arts Non (0 Credits)**

In this practical skills course, students learn how to carry out the responsibilities of establishing, organizing, and managing a nonprofit with a focus on organizations formed under 501(c)(3) of the Internal Revenue Code. Participants create and design a nonprofit organization and work through the development process in class. With a combination of readings, exercises, discussions, and a course project, students explore community demographics, mission statements, articles of incorporation, bylaws, boards, taxes, employment laws, contracts, ethics, budgeting, marketing, and fundraising. This course is designed for students with limited nonprofit experience who wish to know more about nonprofit operations.

**Grading:** Graded

**Repeatable for additional credit:** No

**ARTP1-CE 8123 Ethics in the Arts (0 Credits)**

Arts administration professionals must address a range of concerns that extend beyond the immediate management of their organization to a variety of ethical issues, including intellectual property, censorship, social contexts, and governance. In this class we address issues such as copyrights, trademark, artists' civic responsibilities, first amendment issues, government and advocacy, covering both theoretical considerations and concrete practical concerns. The course does not imply or promote a single ethical standard or approach. It is designed to help students identify ethical issues and develop the tools to think them through in their own work or artistic practice.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8142 Collecting and Appraising Rare Books II (0 Credits)**

Delve into manuscripts, typography, paper, and printing methods. Topics include four areas of book collecting: English and American literature, fine press books and modern first editions, illustrated books, and books outside the Anglo-American tradition. Three sessions are held at the Grolier Club; others are at papermaking and printing facilities, three rare book libraries, and the premises of a prominent dealer, and the home of a major collector.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8146 Introduction to Art Collections (1 Credit)**

Many of the world's great museums were created thanks to the collecting habits of wealthy individuals—the Getty Museum and the Morgan Library and Museum are examples. Yet, there are many ways to create collections and to develop them over time. Gain an introduction to the formation, development, and stewardship of art and artifact collections. Begin with a historical overview and then focus on the practical aspects: what constitutes a collection, how and why collections are created, and how collection policies are developed. Other topics include accessioning and deaccessioning; basic registration and preservation principles; and ethics, accountability, and legal issues for both public and private collections.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8147 American Furniture Styles 1700-2000 (1 Credit)**

Can you distinguish a Queen Anne chair from a Chippendale? Or a Victorian side table from one made in the Arts and Crafts style? From the colonial era through the present day, American artisans and furniture makers have created distinctive, lasting designs. For appraisers, collectors, and dealers, the ability to recognize and determine value for works from different periods is crucial. Learn the identifying characteristics and modes of construction for a broad range of American furniture styles. The focus is on the major typologies and on research resources to further expand your ability to appraise American furniture.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8148 Internship in Collections Management, Registration, and Display (2 Credits)**

Gain experience working on-site at a gallery, auction house, museum, exhibit designer, or other art institution, and complete a written project at the conclusion of the internship.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8149 The Essential Guide to New York Visual Arts Organizations (0 Credits)**

New York arts organizations have to balance their nonprofit missions with real world finances, operating challenges, and the need to stand out in a crowded playing field. Visit a broad range of arts organizations, listen to key leaders in the arts, and explore the issues facing arts organizations today. Topics to be covered include legal and governance issues, financial oversight, marketing, staffing, programming, and real estate requirements. Students create a case study/business plan for a new visual arts organization. Three sessions in class; the rest are field trips to museums and organizations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8151 Object Care and Display for Collections Managers (2 Credits)**

This in-depth course covers art and artifact handling and display techniques for a variety of objects including paintings, sculptures, works on paper, furniture, textiles, new media, and ethnographic objects. Discuss the challenges of contemporary art, materials, large-scale work, and installations. Topics include environmental concerns and monitoring, archival materials, lighting, cases, transportation, packing, and shipping.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8152 The Management and Registration of Art and Artifact Collections (2 Credits)**

This course provides an applied and practical approach to the management and care of art and artifact collections—and the skills that are needed to be a registrar—whether for a museum, gallery, or private collection. Topics include collection management policy implementation; registration methods, documentation, and record keeping; budgeting; and basic care and preservation of objects such as paintings, works on paper, furniture, textiles, new media, and ethnographic objects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8153 Appraising Fine and Rare Wine (1 Credit)**

Many people collect wine purely for their own enjoyment, but fine and rare wine collections also present opportunities for investment, and wine appraisals are sometimes necessary for divorce settlements, estate planning, donations, and insurance purposes. Explore the factors that determine the value of a wine or wine collection for buyers and investors. Topics include global wine trends and markets, wine authentication, extraordinary assumptions and hypothetical conditions, and inventory creation.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8507 Latin American Art: Colonial to Contemporary (1.5 Credits)**

Latin American art has been produced for 500 years and encompasses many artistic traditions. This seminar, taught by a specialist in the Latin American Art Department at Sotheby's, provides an overview of Latin American art from colonial times to the present. We study Spanish colonial art, which drew upon the Aztec and Incan cultures; the high baroque of Mexico; 19th-century views of Latin America by European travelers; masters of the modern movements, such as Torres-Garcia, Diego Rivera, and Roberto Matta; and contemporary art. Visits to galleries and museums are included, and the nature of this established but still-evolving market is discussed.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8529 Wealth Management in the Art Market (0 Credits)**

Learn about wealth management as it relates to art collectors, the ways to analyze clients' financial and personal goals, and the psychological and emotional issues of collecting. Course topics include taxes, charitable giving, philanthropy and wealth preservation, asset allocation, and art as a financial asset—whether borrowing against it or investing in it—all using examples related to fine art. Gain the knowledge to identify resources that help wealth managers to guide art collectors, including appraisals, shipping and insurance, storage, and collection management systems.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8552 The Art of Jewelry Appraising (1.5 Credits)**

Learn how to price and appraise gold, diamonds, colored stones, and finished jewelry. Through hands-on instruction, learn which tests to use to determine the carat of gold, how to write and understand a jewelry proposal, and where to begin research on the pricing and appraisal of diamonds and colored stones. This course also introduces the research tools and equipment needed to examine and appraise jewelry. Guest speakers and a gallery trip may be included.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8602 The Art Auction (1.5 Credits)**

Examine the ever-evolving art auction business and its importance in the international art market. Gain insight into the history of art auctions; the roles of the art expert; and the myriad services provided by auction houses, including the rise of private sales and financial guarantees. The impact of the Internet, including the rise in the number of online auctions—and the immediate worldwide availability of auction sales information—is analyzed. Learn how to buy and sell at auction, how an auction is put together, and how to navigate the industry.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8604 The Heart of the Matter: Legal and Ethical Aspects of Appraising (1.5 Credits)**

Legal aspects of appraising have become crucial to the profession. At its highest levels, appraising requires in-depth knowledge of key issues, including clear title (NAGPRA with regard to ownership of Nazi-era looted property), IRS legal considerations, determination of authenticity, appropriate marketplace (retail market and tax shelters), the factoring in of volume discounts, the interaction of case law and the Uniform Standards of Professional Appraisal Practice, and legal aspects of damage/loss appraisals. Analyze prominent cases that illustrate compelling legal considerations connected with valuing modern and contemporary art, including that of Warhol, O'Keefe, Rothko, and Calder.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8633 Exhibit Design: Practices Workshop (0 Credits)**

Experience a hands-on introduction to the practical challenges of museum exhibit design. Students with various levels of experience learn visual and spatial techniques and acquire a range of interdisciplinary skills through creative workshop assignments. The course is ideal for those intending to apply for professional or graduate study in exhibit design and those with design backgrounds seeking careers in the field. At the conclusion of the course, students are equipped with a series of sketches and an exhibit design concept that can be independently developed for admissions and job-seeking portfolios.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8659 Essentials of Appraising (1.5 Credits)**

Learn the essential framework of personal property appraisal, and acquire an education in appraising with this introductory course. Discuss important issues in the field and gain a general knowledge of the duties of a professional appraiser. Study different kinds of appraisals (estate tax, insurance, charitable contributions, and equitable distribution); examine the types of value and evaluation approaches used in appraisal reports; and look at markets and the varieties of property most often appraised. Other topics include client relations, standards and codes of ethics, and establishing a practice.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8740 Cultural and Educational Tourism for Arts Institutions (0 Credits)**

If you are an arts administrator, marketing or public relations director, or on the development staff of an arts institution, tourism and travel programs can serve as critical tools to help fulfill organizational goals. Learn effective strategies for using cultural tourism and special interest travel programs to market your institution and attract members and donors. Understand the mechanics of running affinity group travel programs, hear guest presentations, and explore case studies of successful arts tourism marketing partnerships with NYC & Company and the American Museum of Natural History's "Expeditions" travel program.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8741 Managing the Arts: Advanced Topics (0 Credits)**

Every arts institution endures constant change over time, and the ultimate goal of every good arts leader is to manage this change and create a sustainable organization. This course delves deeply into the arts manager's role in navigating challenges, building an effective team, and being successful over the long haul. Topics include leadership succession and transitions, governance, financial crises, planning for change, human resources, mergers, and partnerships. 5-session Arts Administration elective.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 8745 Cultural Heritage and the Law (1 Credit)**

The trafficking in cultural heritage and art is an age-old tradition, but in the current global art market, the phenomenon has precipitously increased in recent years. Syrian, Afghani, and Iraqi archaeological sites and museums are being threatened or destroyed, and museums and auction houses worldwide grapple with restitution claims of Native American groups protesting the sale of their native items. Explore the legal and ethical issues involved in this worldwide market, as well as the responsibilities both professionals and laypeople have in regard to ancient artifacts and their study, collection, and display. Topics covered include ethical protocols for the study, collection, and display of ancient artifacts; relevant national and international laws; and recent case studies.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9000 Art Law Day Tutorial (0 Credits)**

*Typically offered Fall*

Join NYU-SCPS and the Appraisers Association of America in our annual conference focusing on a broad range of issues that affect arts and the law. Experts address timely art law topics, including the complexities of art insurance claims, estate planning changes, stolen art issues, standards and protocol, and updates on new regulations and practices.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9001 From Impressionism to Modernism: The Making of the Modern Art Market (1 Credit)**

Renoir, Monet, and Cézanne are familiar names. So are Picasso, Braque, and Gauguin. But what about the other men and the women who helped to develop the European and American art market before World War II? This course looks at the intersections of history and art history, primarily from artists' points of view, revealing the origins of impressionism and leading to modernism. The timeline begins in the 1870s in the United States and France and continues into the 20th century, a period during which a handful of art dealers emerged to help innovative thinkers amass important collections. This course answers why and how impressionism became the foundation for the modern art that followed. Together as a class, analyze why some artists become so desirable and dominant and what factors shape careers, markets, prices, and market values.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9002 Furniture of the American South (2 Credits)**

Pride in American furniture is often limited to the magnificent examples produced in the 18th century along the Northeast coast. An understanding of the importance of American furniture is not complete without knowledge of the spectacular examples produced in the American South. This class looks at the extraordinary quality and style of these pieces with origins from Virginia to Georgia, Kentucky to Tennessee, and along the Gulf Coast. What are the significant variations from region to region and class to class, and how did they evolve? We explore the furniture-making centers and the bustling ports that welcomed highly trained European and British cabinetmakers and the best examples of European furniture. We examine the best of Southern furniture, including forms that are uniquely Southern. We also look at how preservation of this important heritage has been compromised by fire, floods, war, economic devastation, and frequent misidentification.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9003 Mid-20th-Century Design: Masters and Innovators (1 Credit)**

Examine the rise of 20th-century design, with a focus on mid-20th-century furniture, lighting, and objects. This course covers the theories and trends behind great design produced in the United States, Scandinavia, France, Italy, and Brazil. Learn to identify the key traits of well-known American designers, such as Charles and Ray Eames and George Nelson, as well as the manufacturers that produced these iconic designs, including Herman Miller and Knoll. During our focus on Scandinavian design, we will discuss design masters such as Hans Wegner and Finn Juhl, while also reviewing some of the lesser-known names that are just attracting attention now. We will address the 1950s design boom within Italy, France, and Brazil, taking note of how the rebuilding of postwar Europe led to the embrace of innovations in architecture, which in turn led to new materials and techniques in furniture, lighting, and objects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9004 New York Art Fairs This Spring: From The Armory Show to NADA New York (1 Credit)**

Discover the role of contemporary art fairs and biennales in today's art market. Meet senior executives from the top New York art fairs, and learn what it takes to operate multimillion-dollar international art shows. Gain an understanding of why art fairs are proliferating globally and what the future holds for them. This course covers the artistic, financial, and operational facets of running a successful major art fair. This interactive course will include curated tours of select art fairs in New York, including The Armory Show and the New Art Dealers Alliance (NADA) New York Fair.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9005 Exploring the Fashion Industry in New York (1 Credit)**

From the luxury and sophistication of the Upper East Side to the punk rock grit of the Lower East Side, New York City is a vibrant and diverse center of fashion. In this introductory course, explore the fashion industry with a focus on design and styling. Examine the history and future of fashion through visits to major museum exhibits and studios of designers. Get a behind-the-scenes look at how the fashion industry operates by meeting with industry leaders—including designers and stylists—to discuss design, craft, construction, and trend-spotting and to learn what defines success in the fashion industry today.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9007 Entrepreneurship and the Arts (2 Credits)**

This course will explore the intersection of art and entrepreneurship, while providing artists and arts administrators with the essential knowledge needed to create an arts-related enterprise, whether a nonprofit, a for-profit business, or a "business of one." We will look at the innovative ways that artists and individuals have gone beyond the traditional art world model to create new ventures, such as artist collectives, consultancies, and companies that provide goods or services to artists and arts organizations. This online course is self-paced (asynchronous). There also will be six live sessions on Zoom that will be recorded for students who are unable to attend the live sessions. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html). This course is delivered in an online format that uses a combination of real-time, instructor-led (synchronous) video meetings and self-paced (asynchronous) learning within NYU's online learning platform, and there are weekly deadlines for lesson and assignment completion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9012 Intensive in Appraisal and Connoisseurship: Household Goods and Personal Property (4.5 Credits)**

This one-week intensive is designed for both prospective and practicing appraisers as well as collectors, dealers, interior designers and other arts professionals who are interested in expanding their skills and knowledge in household goods and personal property. The course introduces a variety of mediums in the decorative arts that are typically found in a household appraisal, including furniture, textiles, ceramics, silver, and other objects. Gain critical knowledge and competence to appraise decorative arts objects under the guidance of experts in the field, and take full advantage of New York City's wealth of arts resources through excursions to galleries and auction houses.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9025 NYU-London Seminar: Art Crime Today--Fakes, Forgeries, and Stolen Art (0 Credits)**

With a rise in activity of the art market and international art transactions, the market for stolen and fraudulent art has boomed; and art crime is now the third-highest grossing criminal enterprise worldwide. Led by Chris Marinello, Executive Director, Art Loss Register and Jane C.H. Jacob, President, Jacob Fine Art and expert in art crime, explore the most current issues in international crime and the legal, forensic, governmental, and political efforts underway to address the enormity of this global phenomenon. Topics include the history of fakes and forgeries, insurance fraud, art theft and art scams, scientific and forensic approaches, provenance research, cultural repatriation, issues facing auction houses and purchasers, and current case studies. Each morning, meet at the NYU London location at Bedford Square for lectures by faculty members and guest speakers. Each afternoon, visit art organizations, museums, and galleries, and meet with forensic experts and law enforcement agents working in this field.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9026 Parallels and Contrasts Between 20th-Century Fine and Decorative Art (1 Credit)**

Modern art and contemporary art, together with 20th-century decorative arts, continue to dominate the art market, with dedicated dealers and auction houses thriving. How are these dynamic works similar and how are they different? Which artists created this phenomenal oeuvre? What training did they have, and what cultural, social, political, and economic influences defined their works? Was this an era of industry or individual innovation? What special circumstances created an urgent need for advanced conservation? In this wide array of works, what defines quality and where are the bargains in the market? Moreover, what does this innovative work contribute to the art that follows?

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9101 Art Careers Behind the Scenes: From Insurance to Technology (0 Credits)**

Gain an understanding of the ecosystem of the contemporary art world, and learn about potential career paths firsthand from art industry professionals. Create your perfect CV for the art world, and learn what it takes to stand out during a job interview. This interactive seminar series explores a variety of art world careers related to appraisal, insurance, logistics, art fairs, technology, and other fields. Come away from this course with an updated résumé; and practical tips on taking the next step in your art world career.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9102 Black Artists in the Global Art Market (0 Credits)**

This course specifically addresses black artists and their historic and current visibility and activity in the global art market, with a focus on the artists, collectors, curators, and dealers who shaped the development of the art market from the late 19th century onward. This course will contextualize black art-making in historical social, intellectual, and economic terms, helping to understand the “who, what, where, when, and how” of the evolution of the market for black art. We will look at market leaders such as Kara Walker, Lorna Simpson, Mark Bradford, Thornton Dial, and David Hammons, as well as other artists from the past (Meta Vaux Warrick Fuller, Edmonia Lewis, and Henry Ossawa Tanner) and the present (LaToya Ruby Frazier, Rashid Johnson, and Kehinde Wiley). The course will explore art across different media, from photography and painting to sculpture and new media installations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9106 Collections Management and Digital Technology (0 Credits)**

Museums and art institutions use advanced digital technology for a multitude of purposes, including the documentation of object information and corresponding digital images, security, and environmental control systems. Art institutions can choose from a variety of collections management systems and software for everything from cataloging, loans, shipping, enhancing viewer experience, and widening public access to their collections. Survey the range of digital resources and tools available for collections management and explore how cultural institutions use these resources worldwide. Discuss the timely issue of online publication of collections and other methods used by art institutions to increase accessibility to the public.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9107 Surviving or Thriving: Current Challenges for Visual Arts Organization (0 Credits)**

The current economy, new technologies, and changing expectations of the viewing public have fundamentally changed the way art organizations and artists operate. Explore pressing issues in the art world, including the positive and negative aspects of diminished resources; the changing roles of museums, galleries, and artists' foundations; and how technology and social media impact art education, exhibition design, and artistic production. Through lectures and site visits, examine the changes brought on by the global economic crisis, new patterns of private wealth and art collecting, and technological innovations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** No

**ARTP1-CE 9112 Artists, Dealers, and Collectors (0 Credits)**

This course takes a fresh, innovative view of how art markets have evolved, focusing on art's creators, sellers, and consumers. Through a European and North American perspective, the course traces the history of art markets, from the Italian city-states to contemporary New York. It challenges everyday assumptions about how art circulates in cultural economies, demonstrating the entrepreneurial artists of the 19th century (such as Courbet and Manet) to the ambitious ones of today (for example, Warhol and Koons); from the monopolistic dealers (e.g., Paul Durand-Ruel and Daniel-Henry Kahnweiler) to the go-getters of today (such as Larry Gagosian and David Zwirner). The course also looks at the truly influential (and sometimes conspiratorial) roles of collectors in making art markets, from Henry Clay Frick to Eli Broad.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9113 The Value of Contemporary Art: Investment or Asset? (0 Credits)**

This course considers and challenges how art has been characterized and often misinterpreted as an investment vehicle as opposed to an asset class of unpredictable value. Take a hard look at how art markets and market channels have evolved, and learn about the tools and techniques that art dealers, bankers, and advisers have used to define value and “profitability”; beyond dollars-and-cents terms. This practical, fact-based course will help you to distinguish between collecting and investing in art. Analyze how trends impact values, explore the ups and downs of art markets, explain the difficulty in predicting the changes in value of art over time, and provide relevant examples of scams and deceptions.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9125 Appraising 20th-Century Decorative Arts (1 Credit)**

American decorative arts soared to the pinnacle of international taste in the mid-20th century and have remained dominant since that time. Complementary to the innovative styles from Europe and around the world, American decorative arts of the 20th and 21st centuries are setting market records. When tasked with the valuation of these iconic objects, appraisers must have the ability to recognize important pieces and correctly determine their market value. By examining the evolution of modern and contemporary decorative arts, you will better be able to assess objects and appropriately assign proper value. This course explores changing styles, construction techniques, and materials used in the creation of furniture, textiles, art glass, pottery, ceramics, silver, and other decorative metals.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9150 Development for the Visual and Performing Arts (2 Credits)**

Gain an understanding of the basic principles of fundraising for the arts by exploring the issues important to institutional and individual donors and the needs of public and private sources. Learn the techniques, skills, and strategies for implementing an effective fundraising plan in challenging times. Learn how to assess organizational readiness and to make the "case"; Central issues discussed include recent fundraising trends; the roles and resources of the board, the staff, and volunteers; ways to identify potential supporters and to sustain relationships with public, private, and individual donors; and effective communication through written and oral presentations. Acquire the core competencies needed for a career in arts and cultural fundraising. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html).  
 Questions? Contact us at The Center for Publishing and Applied Liberal Arts: Email [sp.s.pala.ce@nyu.edu](mailto:sp.s.pala.ce@nyu.edu) or call 212-998-7289.  
 This course is delivered in an online, self-paced (asynchronous) format. The instructor interacts with students and facilitates group discussions within NYU's online learning platform. There are weekly deadlines for lesson and assignment completion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9151 Marketing and Community Engagement for the Arts (2 Credits)**

Learn what a nonprofit arts manager must know about the business of marketing visual and performing arts by focusing on identifying and engaging new and existing arts audiences. Examine methods for increasing earned income and arts participation, including market research, pricing, branding and graphic design, direct marketing, advertising, public relations, and the use of digital and interactive media. Gain an understanding of the importance of—and the skills to create and implement—a comprehensive marketing plan. Case studies and guest speakers aid in analyzing current marketing trends and in developing effective marketing strategies. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html).  
 Questions? Contact us at The Center for Publishing and Applied Liberal Arts (PALA). Email [sp.s.pala.ce@nyu.edu](mailto:sp.s.pala.ce@nyu.edu) or call 212-998-7289.  
 This course is delivered in an online, self-paced (asynchronous) format. The instructor interacts with students and facilitates group discussions within NYU's online learning platform. There are weekly deadlines for lesson and assignment completion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9152 Reimagining Performing Arts Organizations in the 21st Century (2 Credits)**

Integrate the principles covered in the required courses of this certificate program to the unique opportunities presented by performing arts organizations in the 21st Century. Participants will explore innovative ways to reimagine programs that further a performing arts organization's mission while attending to the needs and interests of its existing and potential communities. Participants will further develop their skills for planning, budgeting, raising funds for, and/or marketing theatre, dance, music, and multidisciplinary seasons. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html).  
 This course is delivered in an online format that uses a combination of real-time, instructor-led (synchronous) video meetings, as well as self-paced (asynchronous) learning within NYU's online learning platform, with weekly deadlines for lesson and assignment completion.  
 Registering at least three weeks prior to the course start date is highly recommended!

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9153 Museum and Cultural Organization Leadership in the 21st Century (2 Credits)**

This course focuses on the key competencies needed to lead museums and related cultural institutions that exhibit and manage collections. We will examine the museum leader's role in operations, collections, fundraising, and governance. Students will learn about approaches to inclusiveness and relevancy in museums as well as the challenges faced in the current social and political climate. As part of this course, students will conduct field research and engage with the instructor and other students in live class sessions on Zoom that will be recorded for those who are unable to attend. The Spring 2024 live session dates are April 4, April 11, April 18, April 25, May 2, and May 9, 6-730pm ET.  
 This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html).  
 This course is delivered in an online format that uses a combination of real-time, instructor-led (synchronous) video meetings and self-paced (asynchronous) learning within NYU's online learning platform, and there are weekly deadlines for lesson and assignment completion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9176 Art Fairs and Biennales Demystified (1 Credit)**

Discover the role of contemporary art fairs and biennales in today's art market. Meet senior executives from the top New York art fairs, and learn what it takes to operate multimillion-dollar international art shows. Gain an understanding of why art fairs are proliferating globally and what the future holds for them. This course covers the artistic, financial, and operational questions of running a successful major art fair. This interactive course will include curated tours to select art fairs in New York, including TEFAF and the IFPDA Print Fair.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9209 The Appraisal of European Furniture Styles 1700-2000 (1 Credit)**

Elegant, graceful, and perfectly constructed, European furniture has long been the bar against which all other decorative arts are measured. For appraisers, collectors, and dealers, it is essential to know the major stylistic developments, materials, and manufacturing techniques of various regional and historical styles in European furniture in order to assess value. Learn to identify major European furniture styles in different periods and regions and to recognize their modes of construction, while developing the tools needed to determine historic and contemporary value. In class, discuss variations in continental furniture from country to country, as well as the unifying characteristics that transcend ethnic or national design.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9210 Impressionist, Modern, and Contemporary Art at Auction (1 Credit)**

Take advantage of the major November 2018 impressionist, modern, and contemporary art auctions in New York to acquire the knowledge and skills needed for market analysis and trend-spotting. Study online catalogs, marketing materials, and press releases, and closely follow live auctions online while learning to assess and use auction information for market analyses. Also, research and write relevant art market studies that reflect current market conditions. Topics to be covered include what types of works are being offered, what is considered "hot," and how to access condition reports. This course will include visits to the auction previews at Sotheby's and Christie's.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9211 Impressionist, Modern, and Contemporary Art at Auction (0 Credits)**

Taking advantage of the major November 2018 impressionist, modern, and contemporary art auctions in New York, you will acquire the knowledge and skills needed for market analysis and trend-spotting. Study online catalogues, marketing materials, and press releases, and closely follow live auctions online while learning to assess and use auction information for market analyses. Also, research and write relevant art market studies that reflect current market conditions. Topics to be covered include what types of works are being offered, what is considered "hot," and how to access condition reports. This course will include visits to the auction previews at Sotheby's and Christie's.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9212 Museums, Cultural Institutions, and Social Impact (1 Credit)**

Cultural organizations and museums are increasingly concerned with how they impact society. Gain an understanding of the creative ways that arts and museum professionals engage this emerging tendency, and explore the resulting changes to professional opportunities in the arts and cultural sphere. This shift is being driven by individual donors, large grantmakers, civic entities, diverse audiences, and grassroots advocates who increasingly measure arts and cultural success through a social-change and common-good lens. Through case studies and creative exercises, learn what it takes to embrace these shifts and to connect new sources of funding with innovative forms of practice, such as soft power, creative placemaking, and collective impact. In this online course, explore how specific professional paths are creatively adapting to assert social impact, ranging from arts and museum administration, curatorial work, collections, digital engagement, fundraising and development, exhibit and media design, education, and public programs and outreach.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9213 Connoisseurship of Impressionist and Modern Paintings (1.5 Credits)**

In this course, we will look at impressionism, postimpressionism, expressionism, surrealism, futurism, and the path to abstraction through the medium of paintings. We will explore issues of distinctive style, subject matter, quality, and technique. In class, we will study catalogues raisonnés to understand an artist's body of work and to acquire research skills. The course includes one Friday evening visit to The Metropolitan Museum of Art, during which we will compare paintings that have been discussed in class.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9290 Abstraction from Latin America: A Trending Market (1 Credit)**

The Latin American art market is a growing segment of fine art auctions and sales. The strongest trend in the Latin American art market in the last 10 years has been the rediscovery of the abstract art movements from the region. In the past several years, major museum exhibitions have been dedicated to abstract art from Latin America, such as the Museum of Modern Art's retrospectives of Uruguayan artist Joaquín Torres-García and Brazilian artist Lygia Clark, and the important retrospective of work by Venezuelan artist Gego at the Museum of Fine Arts, Houston. The Carnegie Museum of Art in Pittsburgh co-organized an exhibition of Brazilian artist Hélio Oiticica, which is now showing at the Art Institute of Chicago. In this course, explore different movements, including constructivism, MADI, Mexican abstraction, and kinetic art, as well as their roots. Artists to be discussed include Jesús Rafael Soto, Carlos Cruz-Diez, and Gego, as well as contemporary artists like Cildo Meireles and Beatriz Milhazes. Mornings feature lectures and afternoons include onsite visits to galleries and museums.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes



**ARTP1-CE 9300 Review and Exam Make-Up: Uniform Standards of Professional Appraisal Practice for Personal Property (1 Credit)**

The Uniform Standards of Professional Appraisal Practice (USPAP) establishes a unified code of ethics and standards for appraisal report writing. This unique seminar, offered in cooperation with the Appraisers Association of America, is a review and make up course. Passing this exam is proof of professional competence and commitment, and it is essential for those who intend to become professional appraisers. This section is only open to AAA members who have received advanced permission.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9303 Uniform Standards of Professional Appraisal Practice for Personal Property Appraisers (AAA Members) (1.5 Credits)**

The Uniform Standards of Professional Appraisal Practice (USPAP) establishes a unified code of ethics and standards for appraisal report writing. This unique USPAP seminar, offered in cooperation with the Appraisers Association of America, concentrates on personal property appraising and prepares you for the USPAP examination offered at the close of the course. Passing this exam is proof of professional competence and commitment, and it is essential for those who intend to become professional appraisers. The curriculum follows the guidelines of the Appraisal Standards Board of the Appraisal Foundation.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9304 Theory and Methodology for Appraisers (AAA Members Only) (1.5 Credits)**

Taught by certified member and seasoned appraiser Karen Holtzman, AAA, this online version of the Theory and Methodology (T&M) course and examination is required for current candidates seeking certified membership in the Appraisers Association. Current accredited members who would like to brush up on T&M are eligible to take the course. Topics include appraisal assignment, such as assignment conditions and defining the scope of work; valuation approaches; legal and other considerations for the appraiser; terminology; and definitions. The course is offered twice a year online and twice a year in-person.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9305 Determining Value in Contemporary Art: Pleasure, Taste, Brand, Celebrity, and Price (0 Credits)**

Although buying art often starts with appreciation and passion, complex cultural and economic values translate that passion into a financial transaction on the art market. Learn what factors determine value through a range of contemporary art in today's dynamic market. Examine concepts of pleasure and taste, their relationship to financial consideration, and survey the increasing emphasis on brand and celebrity in the art market. Explore the new paradigms of collector, rather than curator-dominated, markets. Challenge the relationships between market value and actual price in a search for the real value of the "art commodity."

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9309 Successful Grant Proposal Writing for the Arts (1.5 Credits)**

Grant funding can ensure financial viability and can support successful future programming for an arts organization. Earning grant funding is a central skill that contributes to a development team and to the organization overall. Learn the basic principles of grant proposal writing for the arts—how to identify appropriate funding sources and the key criteria for government, corporate, and foundation sources. Gain the skills to develop and prepare the project description, history of the organization, goals, objectives, budgets, capability statements, methods of evaluation, and support materials. Examine how completed proposals are critiqued and reviewed.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9314 Art Business: The Changed Environment (1950-The Present) (0 Credits)**

Using New York City as a backdrop, examine significant changes in how galleries, artists, collectors, auction houses, and museums conduct the business of art today compared to the decades following World War II. In the last 20 years, art business practices have been changed drastically by the Internet and the globalization of the world's economies, new business models for marketing and selling art, new art world participants and markets, and new approaches to concepts of art. Topics include new auction house roles, such as selling primary market art; the consolidation of art fairs by huge international businesses; the changing players in new art markets; and the role of massive free ports worldwide.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9316 A New York City Guide to the Decorative Arts: Immerse Yourself in Style (1 Credit)**

Learn the visual vocabulary of style and ornament in the European and American decorative arts from the 17th to the 21st centuries through weekly guided visits to auction houses, galleries, and museums in New York City. After completing this course, you will be able to identify the distinguishing characteristics of different styles, to determine the age and origin of an object, and to recognize whether an object is an original or a reproduction. From the baroque, neoclassical, and 19th-century revival periods to art deco and contemporary design, learn about the history and evolution of silver, ceramics, porcelain, furniture, and other types of objects. This course is perfect for antique dealers, appraisers, interior designers, jewelry designers, artisans, architects, or anyone with an interest in the decorative arts. It can be taken as a stand alone course or in conjunction with [New York City Museums by Moonlight: Decorative Arts from Baroque to Contemporary](https://www.sps.nyu.edu/professional-pathways/courses/artp1-ce9374). Visits will be focused on auction houses and galleries but will also include one to two museums, such as the Neue Galerie, The Metropolitan Museum of Art, and the Museum of Arts and Design.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9374 New York City Museums by Moonlight: Decorative Arts from Baroque to Contemporary (1 Credit)**

This companion course to <https://www.sps.nyu.edu/professional-pathways/courses/artp1-ce9316> continues to introduce the visual vocabulary of style and ornament in the European and American decorative arts of the 17th through 21st centuries through weekly guided visits to museums in New York City. After completing this course, you will be able to identify the distinguishing characteristics of different styles, determine the age and origin of an object, and recognize whether an object is an original or a reproduction. From the baroque, neoclassical, and 19th-century revival periods to art deco and contemporary design, learn about the history and evolution of silver, ceramics, porcelain, furniture, and other types of objects and materials. This course is perfect for antique dealers, appraisers, interior designers, jewelry designers, artisans, architects, or anyone with an interest in the decorative arts. It can be taken as a standalone course or in conjunction with <https://www.sps.nyu.edu/professional-pathways/courses/artp1-ce9316>. Visits will take place on Thursday and Friday nights and will be primarily to museums such as The Metropolitan Museum of Art, the Whitney Museum of Art, the Museum of Modern Art, and the Museum of Arts and Design.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9401 Art Movements and Markets (1 Credit)**

The global art market expanded profoundly after the 2008–09 financial crisis. This course addresses the sometimes-volatile intersections of art history, art markets, prices, and values, emphasizing key movements in post-WWII US and European art history. Analyze the inherent reasons for varying rates of expansion and demand or decline, and the implications for artists' careers—including financial gains or losses. Develop grounded knowledge of contemporary art history in parallel with an understanding of real art market economics.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9437 Appraising Glass: The Victorian, Art Nouveau, and Art Deco Eras (1.5 Credits)**

Join this survey of Victorian, art nouveau, and art deco glass created in Europe and the United States between 1880 and 1930, commonly referred to as art glass. Special attention is given to the great manufacturing houses; Galle, Daum Frères, Lalique, Loetz, Thomas Webb and Sons, Tiffany, and Steuben. Learn to identify, describe, research, and evaluate numerous important and beautiful examples of the glassmaker's art. Gain an introduction to basic glassmaking terminology, techniques, issues of authenticity, and factors affecting value. Discuss recent auction prices, and visit The Metropolitan Museum of Art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9438 Wine Appraising: An Intensive Course in Napa and Sonoma (0 Credits)**

Wine appraisers need to consider a broad range of factors when appraising a wine collection, including rarity, bottle condition, replacement value, storage conditions, and current auction and retail activity. In this intensive course, learn the essentials of wine appraisal. Visit some of the best Napa and Sonoma vineyards and hear guest lectures on inventory taking, cellar requirements, U.S. standards, wine auctions, market futures, and the appraisal report. The course helps prepare you to independently take the Appraisers Association of America's wine certification exam. Course fee includes transportation to vineyards, museum fees, lectures, tastings, tours, pairings, and lunches.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9447 Photography Appraisal and Collection (1 Credit)**

The fine art photography market continues its rapid growth, with both vintage and contemporary works commanding record prices at auctions and galleries. This course, for both the novice and experienced appraiser and collector, provides essential information on types of prints, key artists to collect, and ways of determining authenticity and establishing value. Learn what the latest market trends are in photography, how to build a great collection with a limited budget, where to buy quality images, and how to differentiate vintage prints from more recent ones.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9448 Appraisal of Contemporary Art from East and Southeast Asia (0 Credits)**

As China has taken a dominant position in the international art market, and other Asian art markets have risen to prominence, appraisers of contemporary art need to be familiar with, and able to determine the value of, art from a range of Asian countries. Gain a thorough introduction to contemporary East and South Asian art; from China and India to Japan and Korea; so that you can recognize Asian contemporary art in various media. Explore particular artists, movements, regional styles, and trends, and learn about resources to enhance your appraisal of art from these areas.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9450 The Appraisal of Old Master European and Early American Prints (1.5 Credits)**

In this first part of a two-semester introduction to the appraisal of prints, gain a foundation in the methodology for assessing and valuing prints from the Renaissance to the impressionist era. Learn to identify and value the prints of artists often encountered in appraisal, such as Dürer, Rembrandt, Whistler, Audubon, and Cassatt. Basic techniques—including relief, intaglio, and lithography—are covered, as are condition issues, fakes, forgeries, price research, and auction histories.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9466 American Culture, American Decorative Arts and Antiques (0 Credits)**

Tour the prominent ages in American furniture and decorative arts in this course, not to be missed by those interested in antiques, art history, art appraisal, and American history. Discussions cover not only the objects themselves, but also social, political, and architectural contexts, heightening appreciation. Learn how different stylistic eras arose; what was going on in American culture at the time; how American craftsmen, builders, and architects were influenced by the latest European styles; and what homegrown styles were developed in the United States.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9477 Modern Design in French Decorative Arts: Art Nouveau to Art Deco (0 Credits)**

The years 1900 to 1930 framed a period of innovative and influential modern design in France. The architecture of Guimard, the furniture of Majorelle, and the glasswork of Galle and Daum epitomize the art nouveau style and form the starting point of this two-day seminar that surveys the French decorative arts. Consider trends in the arts and in everyday life that led to the rise of art deco and the landmark Exposition des Arts Decoratifs et Industriels Modernes of 1925, when Ruhlmann, Jean-Michel Frank, Chareau, and Le Corbusier were designing interiors and furniture. Museum and gallery visits are planned.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9478 The Contemporary Art Market: What to Look For (0 Credits)**

This course teaches contemporary art connoisseurship from the perspective of a fine art appraiser. What makes certain works soar in value and others stagnate? How can you spot tomorrow's star at Art Basel or at a Lower East Side gallery? How do you determine what an artist's most important work is? Hone your critical and aesthetic judgment skills, while keeping a market perspective in mind. Discuss the markets for numerous contemporary artists, both emerging and established, considering both auction and dealer marketplaces. There will be a visit to an art fair specializing in contemporary art. This course is designed for those working in a variety of art professions as well as collectors and other enthusiasts of contemporary art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9502 Summer Intensive Certificate Program in Appraisal Studies in Fine and Decorative Arts (19.5 Credits)**

This four-week intensive certificate program is designed for prospective and practicing appraisers as well as dealers, collectors, and interior designers. Detailed methodology courses—as well as courses focusing on specific areas such as fine art, jewelry, prints, and furniture appraisal—provide a structured overview of the field. Coursework and excursions address career possibilities and capitalize on New York City's vast wealth of arts resources, including museums, galleries, and auction houses. Topics include an introduction to appraising fine art and the legal and ethical aspects of appraising, Internal Revenue Service legal guidelines in valuation of fine and decorative arts, appraisal writing and research methods, and Uniform Standards of Professional Appraisal Practice (USPAP).

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9503 Uniform Standards of Professional Appraisal Practice for Personal Property Appraisers (2 Credits)**

The Uniform Standards of Professional Appraisal Practice (USPAP) establishes a unified code of ethics and standards for appraisal report writing. This unique USPAP seminar, offered in cooperation with the Appraisers Association of America, concentrates on personal property appraising and prepares you for the USPAP examination offered at the close of the course. Passing this exam is proof of professional competence and commitment, and it is essential for those who intend to become professional appraisers. The curriculum follows the guidelines of the Appraisal Standards Board of the Appraisal Foundation.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9515 IRS Legal Guidelines in Valuation of Fine and Decorative Arts (1.5 Credits)**

Learn about current tax law as it applies to the valuation of fine and decorative arts for estate, inheritance, gift, and income tax purposes, as well as for donations to charitable institutions.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9521 An Introduction to the Examination and Conservation of Works of Art (1 Credit)**

Gain an introduction to the field of art conservation as it applies to arts professionals, such as appraisers, collectors, gallerists, and museum administrators. Learn how to examine a work of art using simple tools, including magnification and ultraviolet illumination; how to identify media and supports, as well as agents of deterioration; and how to assess condition. Paintings, 3D objects, and works on paper are covered. The course is taught in a working conservation laboratory, so you can view works of art at various stages in their examination and treatment.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9522 Research Methods for Appraisers (1.5 Credits)**

Learn about the tools that enable an appraiser or collector to research a work of art or an object, determine the appropriate market from which to draw comparables, write a narrative analysis, and assign a value. Suggestions are offered on the use of standard reference works and major reference centers in the New York metropolitan area. By completing a research project, gain broad exposure to the standards and methodologies used by accredited appraisers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9534 The Fine Art of Printmaking (1.5 Credits)**

An introduction to the Old Masters through 20th-century European and American prints and multiples, this course serves as a foundation in the methods used in the appraisal of prints. Learn to identify the modern artists most commonly encountered and to recognize the media used, including etching, lithography, and screen print. Other topics include fakes and forgeries, price research, and concise appraisal description writing.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9535 International Fine Art Logistics (0 Credits)**

Museums, galleries, and a broad range of other arts organizations depend on professionals in art logistics companies to organize and implement art transportation and security. The exacting standards, materials, and practices employed in fine art logistics must be in accordance with worldwide accepted protocol and procedures for fine art handling, while also complying with international shipping regulations. In this introductory course, a leading industry professional relays the skills required in the international art logistics field, including best practices common in the United States for packing, handling, insurance, and preplanning; national and international customs and permit issues; and data preparation and documentation.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9537 Continental Pottery and Porcelain 1700-1850 (0 Credits)**

Trace the history, stylistic development, and influences on Continental ceramics over two centuries, concentrating on the products of Germany and France. The course focuses on connoisseurship, studying techniques for authentication, interpreting marks, determining condition, and establishing market value. Slide-illustrated lectures are supplemented by a visit to either an auction house, gallery, or museum for a hands-on session.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9542 Appraising Estate Jewelry (0 Credits)**

Analyze the characteristics of 20th-century jewelry. Learn how to appraise it and how to identify the complex and powerful styles that often parallel, overlap, and influence each other. Examples of late Victorian, art nouveau, Edwardian, Arts and Crafts, Vienna Secession, Jugendstil, art deco, 1930s and 1940s, and costume jewelry are discussed. This course includes hands-on sessions.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9543 Appraising Antique Jewelry (1.5 Credits)**

Explore the history of jewelry and jewelry making, as well as how to approach its appraisal. Examine the styles, materials, innovations, and techniques used, beginning in the prehistoric era through the Egyptian, Greek, Etrurian, Roman, Byzantine, Barbarian, and Gothic periods. Trace the influences of these ancient methods in subsequent jewelry making as early techniques and practices evolved from the 14th to 19th centuries. Gain a clear understanding of jewelry styles, techniques, and the social contexts influencing the appearance and manufacture of each period. Students are encouraged to bring in jewelry for hands-on sessions.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9555 Appraisal of Oriental Rugs (1 Credit)**

Explore the historic and geographic development of Oriental rugs and carpets while cultivating your ability to evaluate and appraise them. Learn how to identify antique rugs made by various tribes, villages, towns, and districts throughout India, Turkey, Europe, China, Persia, Asia Minor, the Caucasus, and Turkestan. Topics include methods of dating, inspecting for alterations and repairs, restoration and conservation, and valuation and investment aspects. Various examples are used in class to demonstrate how appraisals are made.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9556 A Grand Tour of New York City's Finest Art and Antique Galleries (1 Credit)**

Step into New York City's most glamorous carriage trade galleries, museums, and auction houses for a look at some of the finest art and antiques available in today's market. Meet the principals of several galleries, and learn how to recognize quality and determine current market value. In the past, venues included Bernard & S. Dean Levy, The Metropolitan Museum of Art, Hirschl & Adler, Spanierman Gallery, S.J. Shrubsole, James Robinson, H.M. Luther, and Dalva Brothers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9561 Introduction to Japanese Prints (0 Credits)**

Woodblock prints, a rich aspect of Japan's artistic culture, were first discovered by the West in the mid-19th century. In this course, explore the varied traditions of Japanese printmaking from Edo ukiyo-e to the Taisho shin hanga movement through the works of such masters as Harunobu, Utamaro, Yoshitoshi, and Hasui, as well as foreign artists, such as Bartlett and Jacoulet. Study techniques, genres and artistic schools. Learn how to recognize signatures and seals and to evaluate this art form. Connoisseurship through examining many images of woodblock prints is emphasized, and a visit to a preeminent gallery is included.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9562 Appraising American Sculpture (1 Credit)**

Explore the history and appraisal of American sculpture before 1960. Start in the mid-19th century, as important American sculptors established studios in Rome and Florence. Then, study the generation of late 19th-century American sculptors who flocked to Paris to study with the French masters as American bronze foundries began to imitate those of Paris. At the dawn of the 20th century, a new generation of modernist American sculptors began to carve directly into the stone itself, while others began to work in ceramics. The course includes a trip to The Metropolitan Museum of Art and to a New York gallery that specializes in sculpture.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9573 A Guide to Style and Ornament (1.5 Credits)**

Receive an introduction to the visual vocabulary of style and ornament in the European and American decorative arts of the 17th through early 20th centuries. This slide-illustrated course provides you with the essential tools for writing good appraisals and for determining the age and origin of objects. Learn to describe the decorative elements that have been carved, molded, painted, or applied to silver, porcelain, and furniture. Discuss methods of distinguishing between original forms and later revival derivations. Field trips are planned.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9574 German Contemporary Art and the Art Market (0 Credits)**

Contemporary German art has achieved a high international standing and is in great demand in the art market. This course looks at the history and development of the postwar movements, such as group Zero, the New Leipzig School, the Düsseldorf School, and neoexpressionism. Learn about iconic works from Joseph Beuys, Isa Genzken, Gerhard Richter, Markus Lüpertz, Georg Baselitz, Katharina Grosse, Neo Rauch, and other artists. This course combines connoisseurship with insight into the art market. The two-day course will include visits to galleries and a museum.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9601 Appraising 18th- and 19th-Century English Pottery and Porcelain (1.5 Credits)**

Trace the history, stylistic development, and influences on 18th- and 19th-century English ceramics over two artistically significant centuries. Concentrate on the differences in the various pottery bodies, from slipware and Delftware to salt-glazed stoneware and creamware. Discuss the characteristics of individual porcelain factories, from Chelsea and Bow to Coalport and Minton. Then, focus on connoisseurship, techniques for authentication, interpreting marks, determining condition, and establishing market value. Slide-illustrated lectures are supplemented by a visit to an auction house, gallery, or museum for a hands-on session.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9604 18th- and 19th-Century Furniture: Materials, Construction, and Use (1.5 Credits)**

Explore the history of furniture construction and decoration, and learn how to distinguish period pieces from well-crafted reproductions. Gain an understanding of joints, woods, finishes, and tools, and examine the ways in which evolving design requirements have affected methods of furniture construction. With a background in the technical innovations of the period, learn how to assess period pieces from the inside out. A visit to an American furniture dealer for a workshop session is planned.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9605 Art Fairs, Portals, and Apps: Art Market Innovations (0 Credits)**

Art enterprises have gone through radical changes in the last decade as they have embraced innovative sales and technological approaches adapted from other retail businesses. Learn about the most recent approaches in today's art market, from art fairs (like Art Basel Miami Beach and the Frieze Fair) to a broad range of commercial and nonprofit art websites promoting and marketing exhibitions and artists' works as an alternative, or complement, to brick-and-mortar businesses. Address both the successes and the failures in models that include galleries, databases, auctions, art portals, and apps.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9608 Problems in Authenticating Works of Art (0 Credits)**

Issues of authentication are among the most problematic confronting the art professional. This course—designed for appraisers, art dealers, art historians, and art insurance adjusters—focuses on the relationship between an artwork's condition and authenticity, techniques used to detect previous restoration and conservation treatment, methods available to distinguish forgeries and reproductions, and the importance of proper environment and care in preserving authenticity. Classes meet in a conservation laboratory where you can examine works of art undergoing conservation treatment.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9609 How Online Technologies Are Changing the Art Market (1 Credit)**

Technology and online media have revolutionized every aspect of the art market—including auction houses, galleries, institutions, artists and collectors. The emergence of new "all online" art businesses has revolutionized the way collectors buy, sell and care for their art. In this comprehensive overview, learn how technology has changed traditional arts organizations and shaped new business models, and explore the current outlook and trends for the online art market.

Topics include the many ways technology impacts art businesses, new software and cloud services for collectors and art professionals, social media and online marketing for the arts, and legal issues related to new online environments.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9610 Establishing Your Online Brand Identity in the Arts (1 Credit)**

Every art business and organization has to consider how to capture art audiences and consumers in today's competitive environment. Through case studies of successful arts institutions and businesses, learn the best practices for establishing and strengthening brand identity, especially in the increasingly important area of online marketing. Evaluate brand strategies and metrics, and learn to develop a comprehensive brand analysis that can be integrated into an overall marketing plan. Discover how branding both online and through traditional methods helps arts organizations build customer relationships, increase visibility, and enhance their image.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9611 Introduction to Provenance Research (1.5 Credits)**

Explore the basic principles and methods of researching the history of ownership, transfer, and exhibition—also known as the provenance—of artwork. Through various cases, gain a background in the political, moral, and ethical dimensions of the topic, with a particular focus on Nazi-era dispossession and restitution. Discuss the international resources available to aid specialist research, and further develop your understanding of professional practice by conducting individual research and examining objects in a museum setting.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9633 Financials for Artists Made Simple (1 Credit)**

Artists who want to start their own company often are not fully prepared to launch and operate their own business. Although technically trained in their discipline, they may not have been exposed to the financial fundamentals necessary to realize their business concept. This two-day course introduces the three major financial statements and leads you through hands-on exercises that teach you how to set financial goals, prepare and use budgets, and conduct research to best determine start-up and operating costs. The goal of this class is to give artists some of the necessary tools and the confidence to successfully run a business of their own.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9642 Internship in Appraisal Studies (2 Credits)**

Acquire practical experience through an internship with an appraiser of fine and decorative arts. The internship, which concludes with a written project, equals up to one year of additional work experience toward membership in the Appraisers Association of America.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9645 Professional Practices for Artists (0 Credits)**

Developing and sustaining a successful career as a professional artist can be challenging, especially in New York. There are few reliable guideposts and instruction manuals. Gain real-life strategies essential for establishing yourself as a professional artist. Through lectures, discussions, and visits from collectors and arts professionals, acquire a practical understanding of how to navigate the art world. Topics include building networks to advance your career and identifying the galleries, curators, consultants, collectors, and critics most likely to support your work. Create a functional database, build and utilize a network, and find exhibition opportunities from group shows to online forums.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9661 Equity, Diversity, and Inclusion in the Arts (2 Credits)**

In 2017, New York City implemented its first "cultural plan" that, among other actions, links funding of art and cultural organizations to the diversity of employees and board members and aims to engage neglected neighborhoods and populations through art and culture. Similarly across the country, the arts sector is exploring ways more accurately to reflect and engage with the communities it serves. This course will introduce the concepts of culture, diversity, and equity, and it will assess how the arts include or exclude people from different backgrounds. It will address how to cultivate a culture of diversity and inclusion at an arts organization, how to incorporate equity and inclusion in an artistic mission, how to recruit and retain employees from underrepresented populations, and how to engage boards and executive leadership effectively around these issues.

This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html).  
 Questions? Contact us at The Center for Publishing and Applied Liberal Arts (PALA). Email [sp.s.pala.ce@nyu.edu](mailto:sp.s.pala.ce@nyu.edu) or call 212-998-7289.  
 This is an online course. Some sessions will be delivered in a live-instruction (synchronous) format where teaching and learning occur in real time using chat and video conferencing to create an interactive virtual classroom. Other sessions may be delivered in a self-paced (asynchronous) learning within NYU's online learning platform, with weekly deadlines for lesson and assignment completion. A final schedule will be sent to students at the beginning of class.  
 Registering at least three weeks prior to the course start date is highly recommended!

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9663 Introduction to Appraising Fine Art (1 Credit)**

Receive a general introduction to the various media and styles commonly encountered in the appraisal of paintings, drawings, prints, sculpture, and mixed media. Fakes, forgeries, and restoration work all are addressed in terms of how they affect value and markets. Classes meet for the scheduled online or in-person sessions and at several other mutually acceptable times throughout the course for field trips to museums, auction houses, and galleries.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9675 Appraisal Writing Workshop (1.5 Credits)**

Correctly written appraisals are a necessity in the art appraisal profession because these reports are the sole product of appraisal work. In this course, learn how to approach, construct, and develop various types of written appraisals that are appropriate for their purpose and reflective of the highest current standards. This workshop focuses on insurance, damage/loss, estate, donation, equitable distribution, and inventory documents. Receive a comprehensive textbook as well as hands-on assistance with projects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9680 Appraising Art of the Middle East and South Asia (1 Credit)**

In recent years, despite political, geographical, or religious strife in these regions, artists from Iran, Egypt, Pakistan, and South Asia have rocked the art market; new museums in Dubai and other areas are influencing the market; and auction houses are eager for Middle Eastern and South Asian artwork. In this course, explore these developments and the work of individual artists, such as Abdul Hadi El-Gazzar, Mahmoud Said, Ali Banisadr, Shakir Hassan Al Said, Parviz Tanavoli, Shirin Neshat, M. F. Husain, S. H. Raza, Tyeb Mehta, and Francis Newton Souza. In class, compare the valuation of historic, modern, and contemporary art; examine the factors that affect market volatility; and work together to identify the next hot market.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9691 American Furniture: The Essential Introduction (1.5 Credits)**

Gain an introduction to the ways of understanding American furniture from the 17th through the 19th centuries. Study materials, construction, and the organization of preindustrial furniture crafts. Style, its transmission, and the role of the consumer are considered. Regional and urban versus rural differences in design, construction, and materials are explored. The final course component is devoted to the 19th century, including the impact of changing technologies and revolutions in communication and transportation on furniture. One hands-on session is planned.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9692 Reconsidering American Art: From the Peales to Pollock (1 Credit)**

This course focuses on the development of American painting and sculpture from the colonial period to the postwar era. Colonial portrait painter, Charles Willson Peale, fought in the battle of Princeton alongside General Washington and was the patriarch of a dynasty of painters including Joshua Johnson, a slave of Peale's, who now is considered to be perhaps the first major African American artist. Study at the Hudson River School, American impressionism, and American abstraction/realism. The course covers significant American women artists, such as Mary Cassatt and Georgia O'Keeffe, and African American artists, such as Romare Bearden and Aaron Douglas. A final topic is the abstract expressionists, including Jackson Pollock and his steadfast wife, Lee Krasner, and Willem de Kooning. In class, discuss connoisseurship, trends in collecting, and art valuation. Actual objects are studied at the Metropolitan Museum and in New York City galleries.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9700 Nonprofit Arts Management (2 Credits)**

Acquire an understanding of the fundamentals of healthy nonprofit arts organizations by surveying the principal concerns and skills required of an arts manager. With a focus on the dual responsibilities to mission and regulation, this course will examine how dynamic and sustainable arts organizations are structured, governed, and managed. Explore the basic elements of strategic planning, programming, and audience development. Career pathways and development will be discussed. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html). Questions? Contact us at The Center for Publishing and Applied Liberal Arts (PALA). Email [sps.pala.ce@nyu.edu](mailto:sps.pala.ce@nyu.edu) or call 212-998-7289. Registering at least three weeks prior to the course start date is highly recommended! This course is delivered in two formats: 1) an online self-paced (asynchronous) format. The instructor interacts with students and facilitates group discussions within NYU's online learning platform. There are weekly deadlines for lesson and assignment completion. 2) an online, live-instruction (synchronous) format. Teaching and learning occur in real time using chat and video conferencing to create an interactive virtual classroom. Sessions will not be recorded. Refer to the schedule below to see which format is available in a given semester.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9701 Marketing the Arts (2.5 Credits)**

Examine what a nonprofit arts manager must know about the business of both performing and visual arts marketing. Learn how to identify and develop arts audiences and to increase earned income through the creation and implementation of a comprehensive marketing plan. Topics include market research, pricing, budgeting and income projections, branding and graphic design, direct marketing techniques, promotions, advertising, public relations, and digital and interactive marketing. Case studies and guest speakers aid in analyzing current marketing trends and in developing effective marketing strategies.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9702 Inside Art Litigation: The Untold Stories and Issues (1 Credit)**

Much press coverage has been devoted to the numerous legal disputes in the billion-dollar art market; however, many of the salient details have never been written about. This course is taught by Victor Wiener, who has been an expert witness in many important cases, and he will share with you an insider's view of overlooked issues. Discuss the \$8 billion valuation of the Detroit Institute of Arts, Christie's disputed valuation in the Andy Warhol case, determination of loss in value for Steve Wynn's damaged \$139 million Picasso, the value of the newly minted Degas bronzes in the Brugnara criminal case, insurance fraud in the Cooperman case, the breach of contract Rothko decision involving the Sotheby's sale, and the double murder in the P&E insurance claim, among many other eye-opening cases.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9703 Art Collecting in America: Trailblazers, Tastemakers, and Market Makers (1 Credit)**

This course looks at the art dealers and collectors who shaped the American art market and formed the basis of the United States' great institutional collections. The history of art collecting in the United States begins in revolutionary America with the intrepid individuals who assembled works from all eras, genres, and media. The first major "boom" occurred in the late 19th century with the introduction by Paul Durand-Ruel of impressionists such as Degas, Manet, and Renoir; the purchase of old master paintings through Joseph Duveen by American financiers and industrialists like Frick, Clay, and Morgan; and the fabled Armory Show of 1913, which introduced van Gogh, Picasso, and Braque. This course also addresses the critical importance of women collectors, such as Isabella Stewart Gardner, Bertha Palmer, and Katherine Dreier, in developing markets. It ends with the development of collecting from the 1970s to the present, along with the creation and expansion of "uber-wealth," art trophy hunting, increasingly speculative behavior, and the growth of vanity museums. The course includes a visit to either The Metropolitan Museum of Art or The Frick Collection.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9704 Contemporary Sculpture: Connoisseurship and Production Process (1 Credit)**

Contemporary artists use many different materials and new production processes to create sculpture. This two-day course will explore the use of digital 3D design, 3D imaging, additive manufacturing (3D printing, laser sintering), and milling for sculpture. We will visit auction houses, galleries, artist studios, and a foundry to get insight into the complexities of contemporary sculpture creation.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9705 Creating "Theatrical Magic" Through Management (1 Credit)**

Among all the competition, what makes a theatre company succeed today? What are the pitfalls that kill new companies? What makes a true leader in the theatre world? Learn the skills to play a management role in the theatre world by analyzing and researching current theatre practices used by American and international theatres, both non- and for-profit. Discover how to foster positive relationships among administrators, performers, creative artists, and the public. The course includes guest speakers and a backstage visit to a Broadway theatre. The focus is on combining administrative skills with creative purpose, developing leadership style, and producing theatrical magic.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9706 From Colonial to Contemporary: 500 Years of Latin American Art (1 Credit)**

This course provides an overview of the history and development of different artistic traditions in Latin America, from the advent of the Europeans in 1492 to the present. The Americas have been a fertile ground for converging cultures, and this course explores the salient artistic practices that evolved from the blending of the Inca and Aztec Empires and the Mozarabic traditions of Moorish Spain and Portugal, as well as those from Northern Europe, Asia, and Africa. From the 16th and 17th centuries, gain exposure to Andean painting and sculpture, often referred to as the Cuzco school; the great gold objects and other decorative arts of the pre-Columbian era; and the New World baroque painting and architecture of Mexico and Central America. The course continues on to the 18th century, when new forms of expression emerged with increased travel between Europe and the Americas. Then, we arrive at the 20th century and the great muralists, such as Diego Rivera, David Alfaro Siqueiros, and Jos'e Clemente Orozco, as well as the indigenismo movement in Peru. In the later-20th and 21st centuries, the borders between countries have blurred, and an international movement personified by Guillermo Kuitca from Argentina and Gabriel Orozco from Mexico has emerged. The class briefly touches on issues affecting the trade in Latin American art, such as national patrimony laws and the Endangered Species Act.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9707 Appraising 20th-Century American Ceramics and Glass (1.5 Credits)**

Explore one of the most dynamic periods in the development of American ceramics and glass. Focus on major art potteries like Rookwood, Grueby, and Teco, and then shift to studio potters like Waylande Gregory, Peter Voulkos, and Robert Arneson. Survey the trends leading to the studio glass movement of the 1960s, including the work of Harvey Littleton, Dominick Labino, and Dale Chihuly. Topics include the current market for Tiffany glass, the criteria for determining value, and the effects of condition and conservation on value. The course includes a visit to The Metropolitan Museum of Art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9709 Special Event Production for Nonprofit Organizations (0 Credits)**

Special events are not just the icing on the cake. They are an important source of income, a critical element in individual donor prospecting and cultivation, and essential to promoting nonprofit organizations. Explore all facets of how to design and manage successful events. Topics include volunteer leadership, committee formation, vendor relations, budgeting, timelines, journal production, maximizing the visibility and marketing value of an event, underwriting, strategic seating, and achieving the appropriate sense of style for different organizations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9710 Fundraising for the Arts (2.5 Credits)**

Gain an understanding of the basic principles of arts fundraising from both public and private sources, and learn the techniques, skills, and strategies for implementing an effective fundraising plan in challenging times. Learn how to assess organizational readiness and to make the "case": Central issues discussed include recent fundraising trends; the roles and resources of the board, the staff, and volunteers; ways to identify potential supporters and to sustain relationships with public, private, and individual donors; and effective communication through written and oral presentations. Acquire the core competencies needed for a career in arts and cultural fundraising.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9711 Art Law for the Art Professional (1 Credit)**

Art law is a rapidly emerging and powerful component of the \$64 billion art market. Understanding its nuances allows connoisseurs and professionals alike to protect both their assets and their reputation. This course explores art law's most important components and the most ardently enforced laws governing authenticity, title, cultural property, conflicts of interest, protected species, provenance, VARA, copyright, expert testimony, the legal status of foundations and catalogue raisonn'e, tax considerations, defamation, disparagement, and the return of war-looted art. We also will look at the obligations imposed by the ethics codes of appraisers, museums, and dealers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9713 Asian Fine and Decorative Arts: Connoisseurship (1 Credit)**

This course is designed for appraisers, collectors, interior designers, arts professionals, and others who are interested in gaining a working knowledge of Asian art. The curriculum provides a background in the history of Asian art, highlighting periods and styles that are important for identifying works frequently found in American homes, at museums, and in the marketplace. The course starts with a brief overview of the important historical periods for art, and then the focus moves to specific media, such as ceramics, lacquer, metalwork, paintings, and prints, in order to explore materials, examine techniques, and discuss questions of quality and authenticity. The class is object-based and features formal classroom instruction, as well as hands-on sessions with experts in the field. There will be at least one visit to a New York City auction house, gallery, museum, or private collection, which will provide you with the unique opportunity to expand your knowledge of this rich and fascinating field of art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes



**ARTP1-CE 9714 Art Deco Masters of Design (1 Credit)**

Although modernism had been on the rise since the early years of the 20th century, it wasn't until the Paris exposition of 1925 that the art deco movement became firmly rooted in the collective consciousness of the design world. In this course, we will examine how exhibitions in the United States and Europe ignited a race among designers, manufacturers, and retailers to introduce this new modern aesthetic to the marketplace. This course covers the theories, trends, and individual styles of art deco furniture and decorative arts in France, the United States, Italy, Scandinavia, Germany, and Austria. Learn to discern key differences among designs from each of these countries.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9716 The Art Dealer in the 21st Century (1.5 Credits)**

Venture behind the scenes of the world of art dealing. Meet art dealers in their galleries and discuss the art they sell; their personal experiences; and issues such as connoisseurship, marketing, pricing, gallery space, and design. Focus on the skills, strategies, and tactics needed for success in the changing international art gallery world, where competition is fierce among auction houses, art fairs, private dealers, and art consultants. Recent dealers visited include Sperone Westwater Gallery, On Stellar Rays, Denny Gallery, George Adams Gallery, Mixed Greens Gallery, and Loretta Howard Gallery.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9718 From Bedroom to Ballroom: Historic Fashion and Costume (1 Credit)**

Today's runway shows are dominated by dramatic and seemingly innovative fashion, but are these styles truly original? What has the evolution of American and European fashion contributed to these modern designs? By examining the history of fashion and costume from cradle to coffin, bedroom to ballroom, and cotton field to battlefield, we will learn about changes in style, construction, and the use of fabrics. How did dressmakers and tailors strive for original looks? How many fashions were appropriated from other cultures? What is couture and why does it matter to the masses? Finally, we look at clues in dating, caring for, and preserving historic costume.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9720 Financial Management for the Arts (2 Credits)**

No matter what role you play in a cultural organization, understanding its financial foundation is critical to your and the organization's success. This course is designed to provide that basic understanding. Using real-world examples, you will explore how cultural institutions finance themselves and how they price services, manage funds, and comply with financial laws and practices. Learn how to think critically about revenue opportunities from an organization's admissions, memberships, food services, retail, and intellectual property. You will acquire a basic understanding of cultural organization accounting and its impact on day-to-day decision-making. The role of the board is discussed, as are current trends in institutional financing. This course may be used to fulfill the requirements of the [Certificate in Arts Management](https://www.sps.nyu.edu/professional-pathways/certificates/art-and-preservation/arts-management.html). This course is delivered in an online, self-paced (asynchronous) format. The instructor interacts with students and facilitates group discussions within NYU's online learning platform. There are weekly deadlines for lesson and assignment completion.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9723 Exhibition Design (1.5 Credits)**

This two-day workshop introduces the museum exhibit design process, from concept to installation, using case studies from cultural and natural history museums and science centers. Explore the interpretive potential of artifacts, graphics, AV programs and interactives, text, and architectural elements, as well as the roles of the design team, museum administrators, curators, researchers, media producers, hardware and lighting consultants, and fabricators. As an optional sketch exercise, develop an interpretive installation concept and submit it to the instructor subsequent to the class.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9725 The Arts and the Law (0 Credits)**

Become conversant in the principle areas of legal concern critical to being a well-informed nonprofit arts manager. Major issues covered include knowing when to engage professional counsel, contracts and copyright, relevant government regulations, labor and employment law, and First Amendment rights. Lectures are based on assigned case studies.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9726 Law and Ethics in the Art Market (1.5 Credits)**

The art market operates under a unique set of rules. This course—designed for art market professionals, including art dealers and wealth managers—presents an overview of the legal conventions and practices in today's art market. Delve into the rights and responsibilities of artists, collectors, art dealers, and auction houses, while analyzing fine art appraisals, consignment agreements, commissions, and other contracts as legal documents. Thoroughly examine due diligence, title, and the legal status of works of art, copyright, and reproduction. Understand charitable giving and the tax consequences of being a collector, investor, or dealer of fine art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9727 Creating and Managing Public Art (1 Credit)**

Public art—art intended for the public domain, accessible to all—involves responding to specific sites, administering artist selection processes, advocating for artists, fostering community engagement, collaborating with architects, and working with fabricators. Explore the range of public art being produced, and learn about current trends and best practices in creating and managing public art. Consider different funding and curatorial models—public/private, temporary/permanent, total integration, or plop art. Follow a project from start to finish in this course, designed for practicing and aspiring artists, architects, arts administrators, and real estate developers. Also, get the opportunity to create your own public art initiative.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9732 The Arts and Education: Designing Effective Programs (0 Credits)**

Explore the educational programs and services that performing, visual, and other arts organizations can develop with schools, the local community, and the general public. Examine effective institutional and instructional partnerships and the guidelines and criteria for developing, sustaining, and evaluating them. The course focuses on current issues and examines the arts and education movement. Topics addressed include getting involved in education, designing programs and services, potential audience, and problems and prospects faced.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9733 Museum Management in the 21st Century (3 Credits)**

This course introduces the principles and practices of museum management. Sessions cover museum leadership and strategic planning; staffing, curating, and exhibition design; educational programming; building and facilities management; fundraising and development; docent and volunteer training; and public relations. Additional topics include acquiring and deaccessioning works of art, conservation and restoration issues, and the role of the museum in contemporary society. Guest speakers and a field trip are planned.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9735 Running Successful Performing Arts Organizations: 21st-Century Challenges and Solutions (1 Credit)**

The 21st century poses monumental challenges for nonprofit performing arts organizations. Dance, ballet, opera, and theatre companies, as well as symphony orchestras, are in the process of rethinking their missions, and many are finding the need to reinvent their artistic and business models in order to survive and thrive. In this workshop, examine the challenges facing arts institutions and review traditional management techniques, while asking the question, Are they still working? Investigate best practices in successful management initiatives and artistic innovation needed to succeed in today's hyper-volatile world of the performing arts. Representatives from the various performing arts disciplines are invited to class to present their own solutions to the challenges facing their organizations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9737 Digital and New Media Art: Law and Ethics (1 Credit)**

The widespread use of digital media in the creation, dissemination, and commerce of artwork has had significant legal and ethical consequences for arts professionals and artists. Explore issues such as intellectual property, privacy rights, copyrights, reproduction rights, and trademarks, as applied to the new digital environment. Learn about specific technologies that limit the access to and the use of digital visual images—from passwords and other means of establishing unique identification codes to digital rights management. Other topics include the blurred legal distinction between creators and consumers, the transformation and redistribution of digital content, the regulation of electronic media, and other legal and ethical problems arising from new communication technologies.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9738 Intensive in Appraisal and Connoisseurship: Fine Arts (4.5 Credits)**

This one-week intensive is designed for both prospective and practicing appraisers, as well as collectors, dealers, interior designers, and other arts professionals who are interested in expanding their skills and knowledge in the fine arts. The course provides a comprehensive overview of the various media and styles commonly encountered in the appraisal of paintings, drawings, prints, sculpture, and mixed media. Gain critical knowledge and competence to appraise fine art under the guidance of experts in the field. The course takes full advantage of New York City's wealth of arts resources through excursions to galleries and auction houses.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9740 Summer Intensive Certificate Program in Arts Administration (19.5 Credits)**

Unprecedented growth in the number of visual and performing arts organizations has created a need for skilled managers in arts administration. In this program, learn about staffing and operating a nonprofit organization; strategies for working with boards of directors; marketing techniques and tactics; the basic principles of fundraising; and budgeting, accounting, contracts, and legal issues. Lectures, discussions, case studies, workshops, guest speakers, and study tours of local arts groups provide an overview of the varied career paths available in arts administration. This program is designed to benefit recent college graduates with an arts background, artists, career changers, educators, and all others interested in the administration of arts organizations and cultural institutions.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9742 Media Relations for the Arts (1 Credit)**

In the vastly changed media environment facing arts institutions today, an essential skill for arts professionals is successful use of media to promote arts organizations. Learn how to develop a comprehensive media relations plan and how to create and convey media pitches using both traditional and social media outlets. Plan a press strategy, become familiar with the various media outlets, and learn how best to approach journalists when pitching story ideas. Understand crucial components in writing press releases, drafting press pitches, and creating press kits. Discuss the importance of cultivating relationships with journalists in a fast-changing media environment with social media, e-communications, and more.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9745 Internship in Arts Administration (2 Credits)**

Gain experience working on-site at an arts organization and complete a written project at the conclusion of the internship.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9752 Financing Cultural Institutions: Strategies and Challenges (2.5 Credits)**

This course covers the basic models of how cultural institutions finance their programs in light of the challenges presented by today's competitive economic environment. Topics include ways that institutions price their services, the different roles played by auxiliaries (food service, retail, and others), membership programs as a fundraising tool, and capital financing and grants management as part of the financial mix.

The role of the board is discussed, as are current trends in institutional financing, including Internet use. The course may include one field trip.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9760 Public Relations for the Arts in the 21st Century: Challenges and Solutions (1.5 Credits)**

The role of public relations for performing and visual arts organizations has changed dramatically in the 21st century. This workshop offers insight into the current challenges faced by arts institutions as they work to connect with and show value to their communities, and the solutions arts administrators use to overcome these challenges. It is no longer business as usual. In this course, study critical examples of PR's new role to support outreach and engagement; development and donor relations; education programs; exhibitions and performances; marketing; and press and social media communications. At the end of this workshop, you will be cognizant of the role that public relations plays to support the mission of an arts organization, and you will be prepared with a variety of communication skills needed to work as an arts administrator in the 21st century.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9761 Art in the Public Domain (1 Credit)**

Art that is intended for the public domain and is accessible to all encompasses a plethora of issues, including responding to specific sites, artist selection processes, advocacy for artists, community engagement, and collaboration with architects and fabricators. Explore the range of public art being produced and learn about current trends and best practices in creating and managing public art. Consider different funding and curatorial models included public and private, temporary and permanent, total integration, and Plop art. Follow a project from start to finish and get the opportunity to create your own public art initiative. This course is designed for artists, architects, art administrators, and real estate developers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9762 A Case Study: Managing on Broadway (0 Credits)**

A producer relies on a general manager and a company manager to get the show open, keep it running, follow through on production and finance, oversee employees and artists, and work with investors. Participants assume the roles of general and company managers and oversee a Broadway show from preproduction to follow-up after closing. Union rules, contract negotiations, budgeting, scheduling, time management, subsidiary rights, box office supervision, theater deals, marketing and promotion, job descriptions, pricing, investment reporting and accounting practices, legal issues, merchandising, and management styles are addressed. The class goes backstage on Broadway to meet with working managers.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9763 Visual Arts Management Today: Changes, Challenges, and Prospects (0 Credits)**

In major cities and in communities all over the nation, arts organizations contribute powerfully to the vitality of our cultural lives. Yet recent challenges; the economy, new technologies, and changing expectations of the viewing public; have fundamentally altered the way art organizations, artists, collectors, and galleries operate. Through lectures, guest presentations, and discussion, explore pressing issues in the visual arts, including the implications of economic factors; the phenomena of mega-art prices and collectors; the evolving functions of museums and galleries; the effect of technology and social media on art education, exhibitions, and artistic production; and the powerful emergence of artists' foundations.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9767 The Appraisal of Modern and Contemporary Prints (1 Credit)**

The second in a two-semester series, this course provides a foundation in the methodology for assessing and valuing prints from the early 20th century to the present, including artists such as Picasso, Miró, Warhol, Johns, and Hockney. A brief historical overview is accompanied by discussion of condition issues, forgeries, and researching prices and auction histories. Basic techniques, including relief, intaglio, lithography, screen printing, and digital printing are covered, as well as new technologies and alternative formats.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9769 Creating Public and Private Art Collections (1 Credit)**

A broad range of organizations and corporations hire experts to create art collections for them. Learn exactly how to conceive and to create an art collection. Instruction covers how to define a collection and to obtain, maintain, and display art. This course presents case studies, features guest speakers who have curated both public and private corporate collections, and includes a visit to one of New York City's excellent collections.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9770 The Art Market Revolution: Online Art Businesses (2 Credits)**

As global tastes and habits for buying art through traditional venues change, established players and new entrepreneurs are quickly developing models to expand art businesses beyond brick-and-mortar operations. Become familiar with current and emerging technologies and the businesses within the art market that are using these models, from traditional auction houses and virtual art businesses to art investment research firms. Explore the managerial and strategic aspects of online art businesses and the challenges represented by the particular commodity that art businesses sell. Through a case-study approach, the course focuses on the range of art businesses utilizing online technology as a primary business strategy—or to augment business strategy.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9771 Art Crime and Cultural Heritage: Fakes, Forgeries, and Looted and Stolen Art (7.5 Credits)**

Time-honored art galleries are involved in fraud; unscrupulous artists create forgeries; archaeological artifacts are plundered and smuggled across borders; and cultural institutions harbor stolen art. The art market's global reach and history-making profits have helped to fuel the international movement in unlawful trade of art and cultural artifacts. What is the solution? This annual symposium provides a forum for cultural policy exchange, engaging international professionals who are working to develop solutions for this worldwide issue. Join faculty and legal experts from NYU School of Law; international law firms; the US Departments of Homeland Security and Immigration and Customs Enforcement (ICE); and major museums, auction houses, and galleries; as well as independent scholars and authors, art crime victims and perpetrators, and forensic scientists.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9777 The Art and Business of Curating Today (1 Credit)**

In our globalized world, a rigorous understanding of the vicissitudes of curating is crucial to anyone working in the arts. From small to large collections, from eclectic to mainstream, this course will review all aspects of preparation: theme creation, inventory, loan requests, venue selection, photography, advertising, artist's or lender's involvement, insurance issues and repercussions of damage to artwork, travel-related expenses, the catalog, and gallery talks. We will address the benefit of sharing inventories and incorporating new advances in technology, music, sound, or enhanced visual materials to add fresh energy to presentations and exhibitions. We also will look at the numerous and diverse challenges of curating and coordinating traveling exhibitions as well as single venues. We will visit several galleries in Chelsea, including Mary Boone, and we will visit museums, including the new Whitney Museum and the Museum of Arts and Design, where we will discuss the merits of their current selections.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9780 Appraisal of Historical Textiles and Costume (1 Credit)**

The recognition and identification of textiles are essential to a correct valuation in the appraisal of furniture, clothing, costumes, and home furnishings. What makes historical clothing or fabric collectible? Why is one fabric or costume more valuable than another? How does construction reveal the history of a piece? Explore the characteristics, manufacture, and trade in textiles, including osnaburg, dimity, shag, broadcloth, tapestries, European silks, and figured damasks. Examine how they were used in period upholstery, home furnishings, and historical fashions from cradle to coffin, bedroom to ballroom, and cotton field to battlefield.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9781 Review and Exam Make-Up: Uniform Standards of Professional Appraisal Practice for Personal Property (0 Credits)**

The Uniform Standards of Professional Appraisal Practice (USPAP) establishes a unified code of ethics and standards for appraisal report writing. This unique seminar, offered in cooperation with the Appraisers Association of America, is a review and make-up course. Passing this exam is proof of professional competence and commitment, and it is essential for those who intend to become professional appraisers. This section is only open to students who have received advanced permission.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9790 Damage and Loss (1.5 Credits)**

Appraisers are called upon to perform appraisals for a variety of client needs, including estate purposes, charitable donations, insuring of artwork, and equitable distribution of assets to children. This course focuses on the damage and loss appraisal, used when the value of the damaged or lost property must be assessed to facilitate insurance claim settlements and disputes. Learn about many aspects of damage and loss appraisals, including how to accurately identify the current condition of objects, what types of examination and documentation are needed for claims, and how to locate professional restoration and conservation specialists.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9791 New and Social Media Marketing for the Arts (2 Credits)**

Survey the newest developments in digital and social media, and understand how they can be utilized effectively for an arts organization, business, or nonprofit to get the most out of an online marketing presence. Explore how online marketing strategies are established for large-scale businesses and how to adapt approaches to world niche markets. Topics include effective use of social media platforms, including Facebook, Twitter, and Google+, blogging, SEO, web design, and email marketing. The course includes case studies, group assignments, and mock projects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9792 Brand Romance (1 Credit)**

Marketing, at its core, is a matter of building and managing relationships. Explore marketing relationships through a lens we all know: dating. Learn about trends in consumer engagement and study the evolution of consumers' relationships with the brands they love. How does online transparency affect branding? What types of interactions spark strong first impressions? How is loyalty built, maintained, or lost? The curriculum, which employs a case-study method, explores off-line and online experiences that make for-profits or nonprofits—from start-ups to legacy brands—magnetic. Come away with a strong framework for replicating success in your own brand romance endeavors.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9795 Independent Study - Appraisal Studies (0 Credits)**

Independent Study - Appraisal Studies

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** No

**ARTP1-CE 9797 Executive Leadership for Museums and Nonprofit Arts Institutions (1 Credit)**

The complexity of the landscape for today's museums and arts institutions means that leaders need to be well-trained, enterprising communicators and educators who possess a wide range of skills.

Learn the practical elements of museum leadership through a close look at case studies and real-life management scenarios; from employment contracts, media strategies, and leadership transitions to management of the board of directors. Examine institutions in times of crisis, and discuss the opportunities and challenges of diversification. This course is a must for senior museum and arts professionals.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9800 Music and Concert Management (0 Credits)**

Learn about performing arts presentation, programming, and planning; booking artists; contracts; budgeting; marketing; public relations and audience development; fundraising; designing brochures and other marketing materials; subscriptions; types of venues; and performing arts centers. With guests from the performing arts industry, examine case studies of music festivals and concert series. Perform pre-class research and bring sample concert brochures for class discussion. Design a concert series or music festival and prepare a presentation for board of director approval or to obtain financing from potential funders.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9801 Asian Art and Antiquities in Today's World Marketplace (0 Credits)**

The boom of the Asian art and antiquities market in the West is making it necessary for appraisers to develop a basic expertise in Asian art. The complexity of regions, periods, materials, and genres in Asian art can seem daunting. This course provides a thorough introduction to Asian art and enables you to recognize and categorize a broad range of sculptures, paintings, ceramics, and furniture. Learn about resources for research and valuation and identify where to get the financial and scientific assistance needed to appraise Asian art. One session is devoted to visiting a museum or gallery to evaluate objects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9812 Starting a Successful Art Business (1 Credit)**

Identify and acquire the skills necessary to launch, sustain, and grow an art business. All aspects of starting and running an art business are covered, from creating an identity and building a reputation to budgeting and managing operations. Practical examples are used throughout the course. At the beginning of the course, state your business concept to the class, along with all your classmates. Then, the basic elements of a good business plan are taught, and you begin the process of writing one. This course is ideal for those who are considering establishing an art business.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9815 Audience Development and Community Engagement for Arts Organizations (1 Credit)**

Every arts organization, regardless of size, needs to work constantly to attract and retain new audiences. A successful audience development campaign begins with a mission, a vision, resources, and a plan. Learn how arts organizations nurture new audiences and increase visibility within communities. Using real case studies and site visits, learn how to interpret community demographics, build relationships with leading community individuals and organizations, and design programs to engage new audiences. Complete the course with a portfolio that includes the concept, vision, and action plan for the implementation of a new initiative (or the redesign of an existing program) for a cultural institution.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9820 The Conservation and Science of Appraising (0 Credits)**

Although assessing the value of objects involves connoisseurship and experience, scientific technologies increasingly are being called upon to aid in appraisal. Advances in technology give scientists—and the appraisers using their services—a new range of tools to assess provenance and authenticity, from microscopy, spectroscopy, and direct dating to other methods for studying the internal structure of objects. Learn about the principal methods used in the field as science investigates the age, attribution, and authenticity of art objects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9821 The Appraisal of Impressionist and Early 20th-Century Painting (0 Credits)**

For decades, impressionist and early modern art has been at the center of the auction market and of many private collections. Learn the skills and techniques needed to appraise fine art—from the impressionists through the first years of 20th-century modern art, including expressionism, cubism, futurism, Dada, and the path to abstraction. Explore issues of distinctive style, art authentication, and the technologies that an appraiser can utilize when assessing work from these periods. The course also examines changing markets and trends as they relate to appraising modern paintings and other work from these movements.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9822 The Appraisal of Household and Personal Property (1 Credit)**

While much appraisal work concerns a specialization in a particular period or art medium, a significant portion is general residential household appraising. Learn the basics of appraising household contents, including fine art, furniture, silver, porcelain, rugs, antiques, and other collectibles. Acquire the techniques and skills necessary to become a general appraiser, and know when and where to hire a specialist.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9823 Project Management and Estimating for the Arts (0 Credits)**

One of the most crucial skills in collections management and display is the ability to organize resources and handle constraints so that a project's goals are successfully accomplished. Learn the essentials of project management as it relates to planning and executing collections management projects. Explore issues such as time, labor, and materials estimation; developing budgets; scheduling multiple and overlapping tasks; creating goal sheets; training and staffing the project crew; and managing multiple projects. Examine commercial and museum projects, including simple exhibitions, collection relocations, museum relocations and storage relocations, traveling exhibitions, art fairs, and overlapping projects.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9824 The Appraisal of 20th-Century Modernist Painting (0 Credits)**

For decades, early modernist art has been at the center of the auction market and many private collections. Learn the skills and techniques needed to appraise early 20th-century painting, including expressionism, cubism, futurism, Dada, and the path to abstraction. Explore issues of distinctive style, art authentication, and the technologies an appraiser can utilize when assessing work from these periods. Examine changing markets and trends as they relate to appraising modern painting and other work from these movements.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9831 Introduction to American Folk Art (0 Credits)**

Folk art, whether the product of outsider geniuses or traditional community artisans, has increasingly been collected, sold, and exhibited over the past 20 years. Gain an understanding of the creative expression of artists, sculptors, quilters, and others who have created a uniquely American art form. Review examples from the 17th century to the present day, examining the effects of regional, urban, and rural influences, and the evolution over time on American folk art and culture. Consider valuation and changes in the folk art market, and visit local collections and museums.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9832 Appraising the Hudson River School Painters (1.5 Credits)**

The renowned Hudson River School of painting flourished from 1825 to 1870, as a group of landscape painters created a uniquely American subject matter and aesthetic. Explore the art and appraisal criteria for this school, as well as other related American landscape painters. Study its founders, Thomas Cole and Asher B. Durand, as well as Frederic Church, Jasper Cropsey, and many others. Consider Martin J. Heade, Sanford R. Gifford, and John F. Kenssett, exponents of luminism, and Albert Bierstadt, one of the earliest and most important painters of the American West. A visit to the New-York Historical Society is included.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9834 Appraising Silver (0 Credits)**

Focusing primarily on American silver, explore the range of silver made in Europe and in the United States from 1850 to the present. Learn about the basic changes in styles over various historic eras, technological changes, and differences in aesthetic criteria over time. The course also teaches how to appraise and set values for different forms of silverware, silver objects, and jewelry.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9837 The Arts and Community (0 Credits)**

Arts organizations often play central and enriching roles in their communities through education, public programs, and leadership in economic and cultural development. Focus on the broad range of roles that arts groups and arts professionals perform in their communities. Examine issues of community identity and participation, the value of community partnerships, the growth of collaborative social and artistic programs, the role of political and economic structures when working at a local level, audience development within and across communities, and how the arts contribute to economic development in communities. Learn about how community needs and societal issues influence artistic visions and how artistic programs help galvanize and shape community awareness.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9840 Using Comparables in Appraisal Practice: An Essential Guide (1.5 Credits)**

Using comparables accurately when appraising is essential to the valuation of objects, and it lies at the core of all appraisal work. Data on comparables comes from recorded past sales or asking prices, but data sources often are hard to locate, inaccurate, or lacking in sufficient data to provide a defensible valuation. This course, designed for both seasoned appraisal professionals and students entering the field, teaches you how to proceed if you don't have good comparables. Focus on determining the accuracy of available market data, deciphering information, developing sound approaches to defend research, and solving other research challenges that appraisers face.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9841 Public Relations for the Arts (1.5 Credits)**

Public relations is crucial to the vitality and financial health of arts institutions; it builds visibility and public awareness—often garnering critical support from communities and corporations. Skilled public relations professionals play a central role in attracting attention in a highly competitive environment. Learn essential strategic and tactical fundamentals used by management of arts organizations in the quest to connect with communities and stakeholders. Guest speakers offer case studies that cover working with media and handling crisis management and communication. The workshop focuses on the 21st-century strategic demands of expert public relations and communications.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9845 Appraisal of Contemporary Art from Western and Central Asia (1 Credit)**

Art coming from Western and Central Asia, including Turkey and Iran, is increasingly important on the world market. Learn about the diverse artistic traditions in these areas and the religious, political, and social concerns that energize the artists in these countries. Explore each country's art traditions and the changes occurring in response to contemporary internal and global issues. Emerge from the course familiar with the art of these regions and a context for their presence on the global art market, as well as criteria for assessing value.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9970 A Unique Sensibility: Valuing 19th- and 20th-Century American Art (1 Credit)**

The market for 19th- and 20th-century American art is unique. Unlike European, Asian, or contemporary art, it is collected almost exclusively by Americans. Defined by such movements as the Hudson River School, Ashcan, regionalism, pop art, and abstract expressionism, works are sought after by passionate and sophisticated collectors as prices for rare major examples increase. Explore methods for assessing the value of works in varied media and across periods and artists' careers. The ways in which condition and rarity affect prices are studied, and research tools for determining value are examined. A visit to a preeminent American art gallery is included.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9971 The Technological Revolution in Art Collecting (1 Credit)**

As with all aspects of the art market, the practices of art collecting and collectors are being transformed by technology. Acquire the skills needed by collection managers, advisors, and art professionals to manage clients and their collections virtually, while avoiding the common pitfalls and omissions involved in borderless collecting. Learn about virtual purchases, insurance, sales, loans, transport, curation, due diligence, import/export laws, and authentication of art. Topics include changes in assessing the value of the authentic art object; the use of blogs, websites, and new media to market individual collections; and best practices for working with other art professionals in the virtual collecting world.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9973 Important Artists and Paintings from the American South from 1690 to Today (1 Credit)**

Far from the stereotype as a rural, rustic, and unsophisticated backwater, the American South has produced some of the most important American art for more than 400 years. From coastal South Carolina to the "western" frontiers of Tennessee and Kentucky, wealthy, urbane clients demanded works from the most talented artists of the time. These artists, who represent a polyglot of cultures—English, German, French, Spanish, free African Americans, and enslaved African Americans—contributed miniatures, portraits, and landscape paintings that remain the prime representation of the best of American art. Examine the ongoing research of identifying the iconic works of Guilford Limner and other unknown artists. Also, explore the postwar renaissances experienced in different regions of the South.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9975 The Business of Broadway (1 Credit)**

Knowing the business side of the theatre world is a required skill for working in the field. Using an actual \$15 million budget for a Broadway musical, learn everything about the business of mounting a production from rehearsal to closing, including major decisions and their financial and artistic ramifications. Explore how to use the many resources needed to create a Broadway hit. The course includes a backstage tour of a hit Broadway show. Topics include special events, royalties, merchandising, and promotional plans.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9976 20th-Century Latin American Art and Beyond (1 Credit)**

The Latin American art market is a growing segment of fine art auctions and sales. Learn about its history and valuation—essential information for the appraisal of modern and contemporary Latin American art. Explore constructivism, surrealism, and social realism in the first half of the 20th century; the growth of abstraction in the second half; and the contemporary art market for Latin American art in the 21st century. Artists and topics discussed include the Mexican muralists Diego Rivera, David Alfaro Siqueiros, and Jos'e Clemente Orozco; abstract artists Jes's Rafael Soto, Carlos Cruz-Diez, and Gego; the legacy of constructivism; contemporary artists, such as Vik Muniz and Guillermo Kuitca; and Cuban contemporary art. Mornings feature lectures and afternoons include site visits.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9984 Advanced Topics in Managing the Arts (0 Credits)**

In this follow-up to *Managing the Arts*, we delve deeper into the role of the arts manager in managing change and creating sustainability in challenging times. Increase your skills at analyzing and solving problems that routinely confront arts and cultural organizations. Explore building an effective team, succession planning and leadership, board governance, and institutional and community alliances or mergers. Topics also include long-term budgeting and forecasting, planning for change (retrenchment and expansion), human resources, and maintaining innovation in program development.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9996 Today's American and International Art Market (1 Credit)**

Discover global and regional trends in today's international art market by analyzing auction sales and gallery activity for both established and emerging artists. Through the examination of several specific collecting categories—both historically and in the context of the current global economy—be able to address questions about the future of the art market, including, What factors affect today's market trends, and where is the market headed? If you are working or aspiring to work in the art market, whether as an art dealer or a professional adviser, examine issues of art loss and restitution, national patrimony, and increasing worldwide wealth.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9997 Appraisal of American Impressionist Painting (1 Credit)**

American impressionism emerged as a strong movement in the 1880s with early representatives such as Mary Cassatt and John Singer Sargent. Explore the work of leading New York City artists such as William Merritt Chase and Childe Hassam and of regional movements like the Pennsylvania and California schools. Learn about the relationship between impressionism and tonalism. Consider the causes for the rapid rise in prices for these works during the 1990s, and examine how the current recession has affected the market. Additional course topics include the biggest collectors and dealers who helped to drive this market and the effects of rarity and condition on value. The course includes a visit to The Metropolitan Museum of Art.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**ARTP1-CE 9998 American Art and Design Between the Wars (1 Credit)**

Explore the history and the marketplace for art and design from a great period of innovation in American art—the 1920s and 1930s. Artists like Charles Sheeler, Charles Demuth, and Elsie Driggs combined cubism and photography to create precisionism, a uniquely American style. Thomas Hart Benton, a leading figure in regionalism, signaled a return to realism in the 1920s as representative of a larger "American scene" that focused on social issues. This period saw the growth of art deco, with its streamlined forms, which can be seen in American sculpture and decorative arts.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes