

VISUAL ARTS ADMINISTRATION (MA)

Department Website (<https://steinhardt.nyu.edu/art/>)

NYSED: 77749 HEGIS: 1099.00 CIP: 50.9999

Program Description

The MA program in Visual Arts Administration prepares students to become leaders of arts organization and innovators in the field. The program explores the whole art ecology, including the cultural and economic contexts in which arts organizations operate, the role of the artist in society, the stewardship and display of works of art, and the role of art theorists, critics, curators, collectors, dealers, and publics in the global arts ecosystem. Students can take courses that delve into nonprofit (arts management) and for-profit (arts markets); most students chart "hybrid" paths across both areas, while also taking required coursework in law, accounting, strategic planning, marketing and digital strategy. The curriculum instills the creative, analytic and practical skills necessary for cultural leadership.

Special Opportunities

Internships provide opportunities to develop relationships with art organizations in New York City through which students gain invaluable professional experience that lays the foundation for their careers. The VAA Program in collaboration with the program advisor and Department of Art and Art Professions maintains an ongoing listing of opportunities. Nurturing a global perspective is a focus across the curriculum in readings, case studies, and guest speakers. In New York, students benefit from the City as an international cultural laboratory and classes introduce students to galleries, alternative spaces, museums, auction rooms, and much more. The program also offers an international study-abroad seminar course that provides graduate students with an opportunity to experience cultural expression and policies in European venues.

Career Opportunities

Graduates hold positions in a broad cross section of museums, cultural institutions, foundations, galleries, auction houses, and advisory services throughout North America, Europe, Asia, and the Middle East. Through alumni and relationships built with internship programs, students work at institutions including: The Museum of Modern Art, Metropolitan Museum of Art, Solomon R. Guggenheim Museum, New York City Department of Cultural Affairs, the Asia Society, Sotheby's, Christie's, and a wide range of galleries.

Accreditation (NASAD)

NYU is an accredited institutional member of the National Association of Schools of Art and Design (<https://nasad.arts-accredit.org/>) (NASAD).

National Association of Schools of Art and Design
11250 Roger Bacon Drive, Suite 21
Reston, VA 20190-5248
(703) 437-0700

Admissions

Admission to graduate programs in the Steinhardt School of Culture, Education, and Human Development requires the following minimum components:

- Résumé/CV
- Statement of Purpose
- Letters of Recommendation
- Transcripts
- Proficiency in English

See NYU Steinhardt's Graduate Admissions website (<https://steinhardt.nyu.edu/admissions/how-apply/graduate-students/>) for additional information on school-wide admission. Some programs may require additional components for admissions.

See How to Apply (<https://steinhardt.nyu.edu/degree/ma-visual-arts-administration/how-apply/>) for admission requirements and instructions specific to this program.

Program Requirements

The program requires the completion of 51 credits, comprised of the following:

Course	Title	Credits
Major Requirements		
<i>Core Courses</i>		
ARVA-GE 2028	Law and The Visual Arts	3
ARVA-GE 2030	Environment Visual Arts Administration	3
ARVA-GE 2133	Strategic Planning and Governance Visual Arts	3
ARVA-GE 2109	Digital Technologies and the Art Organization	3
ARVA-GE 2302	Internship in Visual Arts Administration (can be taken for 0 or 3 credits)	0-3
Business & Management Courses		
<i>Students choose one pathway: For-Profit OR Not-For-Profit</i>		
<i>For-Profit</i>		
COR1-GB 1302	Leadership in Organizations	
COR1-GB 1306	Financial Accounting and Reporting	
COR1-GB 2310	Marketing	
<i>Non-For-Profit</i>		
COR1-GB 1302	Leadership in Organizations	
PADM-GP 2144	Debt Financing and Management for Public Organizations	
PADM-GP 2119	Marketing for Nonprofit Organizations	
or COR1-GB 2310	Marketing	
Primary Area of Study		
<i>Students choose one Primary Area of Study:</i>		6
<i>Institutions</i>		
ARVA-GE 2027	Interpreting Exhibitions	
ARVA-GE 2032	Development for The Visual Arts	
<i>Markets</i>		
ARVA-GE 2076	Visual Arts Markets	
ARVA-GE 2171	Appraisal & Valuation of Art	
Electives		15-18

Students complete 15-18 elective credits by advisement. Students can choose to use some or all of these credits to complete additional Areas of Study by advisement. Potential Areas of Study: Curation + Collections, The Work of Art, Art and Its Publics, Art and Capital, Making as Method.

Final Project Sequence		
ARVA-GE 2299	Research in Visual Arts Administration	3
ARVA-GE 2301	Final Project in Visual Arts Administration	3
Total Credits		51

Additional Information

The course sequence is determined by advisement and tailored to the needs of each individual student. Courses are offered on a rotating basis so that part-time students can finish the program in three years.

Students take entry-level business courses at the NYU Leonard N. Stern School of Business and the Robert F. Wagner Graduate School of Public Service and fulfill at least 3 credits of internships with a range of sponsors, including galleries, museums, and other arts organizations.

In addition to business and internship requirements, students in both areas of the program must complete a substantial, well-researched master's thesis. Research focuses on a particular interest or issue in the visual arts administration field; this is a two-semester sequence that begins with an interactive seminar. Students complete the thesis during their last semester in the program.

The program offers two international study abroad opportunities: Visual Arts and Performing Arts Administration in Paris and Berlin and Exhibition and Display of Art and Material Culture in London.

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
ARVA-GE 2030	Environment of Visual Arts	3
ARVA-GE 2133	Strategic Planning & Governance	3
COR1-GB 1302	Leadership in Organizations	3
Guided Elective		3
Colloquium		0
Credits		12
2nd Semester/Term		
ARVA-GE 2028	Law and the Visual Arts	3
ARVA-GE 2109	Digital Technologies	3
COR1-GB 2310	Marketing	3
Guided Elective Primary Area of Study		3
Colloquium		0
Credits		12
3rd Semester/Term		
London Study Abroad Elective		3
Credits		3
4th Semester/Term		
ARVA-GE 2299	Research in Visual Arts Administration	2
Guided Elective in Business & Management		3
Guided Elective in Primary Area of Study		3
Guided Electives		6
Colloquium		0
Credits		14
5th Semester/Term		
ARVA-GE 2301	Final Project in Visual Arts Administration	1
ARVA-GE 2302	Internship in Visual Arts Administration	3

Guided Electives	6
Colloquium	0
Credits	10
Total Credits	51

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Demonstrate an understanding of the global art system, from art businesses to art museums, tracking the economic, social, and cultural processes.
2. Evaluate how artwork is valued, interpreted, presented, documented and maintained for posterity.
3. Apply an expansive and inclusive world view that values different perspectives, identities, concerns and goals.
4. Analyze the economic, legal, ethical and policy issues in the arts sector.
5. Critique and compare international art operations and management of organizations on various scales and contexts.
6. Produce strategies for marketing, public outreach and community collaboration in the arts.
7. Synthesize business skills with theories of art management, cutting-edge strategies of communications, and new technologies aligned with professional ethics as a foundation for a meaningful career in the arts.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

Steinhardt Academic Policies

Additional academic policies can be found the Steinhardt academic policies page (<https://bulletins.nyu.edu/graduate/culture-education-human-development/academic-policies/>).