

VISUAL ARTS ADMINISTRATION (MA)

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

NYSED: 77749 **HEGIS:** 1099.00 **CIP:** 50.9999

Program Description

Established in 1971, the MA Program in Visual Arts Administration was the first in the nation to focus specifically on management careers in the visual arts, in both traditional and alternative contexts. Taking into account the cultural and economic impact of the visual arts, nationally and internationally, as well as the challenges facing the arts today, the program prepares students to become leaders in a broad range of arts organizations.

The Visual Arts Administration MA Program addresses the whole art ecology, including the cultural environment in which art and arts organizations operate, the role of the artist in society; how artwork is documented, presented and interpreted, the structure and management of organizations that display artwork — both nonprofit and for-profit — and the role of art theorists, critics, curators, and collectors. The program curriculum also considers how education in arts organizations expands knowledge and builds audiences, the increasing role of art in urban development and public spaces, and new approaches and tools for encouraging access and participation. Students acquire the theoretical and practical tools for fundraising, financial management, marketing, and knowledge of new media and technology in the visual arts. The program offers primary areas of study in nonprofit (arts management) and for-profit (arts markets); students are required to choose one track or the other in their first semester. Secondary areas of study include a wide range of electives pertaining to a variety of issues in the visual arts arena.

Since its beginnings, the program has had an extensive international outlook. The curriculum fosters a global perspective within course syllabi, readings and discussions, and through several study-abroad options. In London, students analyze the exhibition and display of art in material culture through a dynamic curriculum that blends classroom sessions and site visits. In the Netherlands and Berlin, Performing Arts Administration and Visual Arts Administration students compare and contrast the management of cultural institutions in the United States and Europe, with an emphasis on cultural policy, cultural diplomacy, funding mechanisms, globalism and mobility, cultural identity, and diversity, among other issues.

Faculty expertise, internships in the field, alumni experience and success, and a strong international applicant pool ensure that students are provided with the optimal resources of an advanced professional program set in the context of a major urban cultural center.

Career Opportunities

Both the internship program and the master's thesis provide critical opportunities for graduate students to develop relationships with art organizations in New York, nationally, and internationally. The program includes a series of supervised internships. Students have gained placement in museums, alternative spaces, public art agencies, galleries, auction houses, and consultancies, and work with program advisers and the department's internship coordinator in planning this important component of their educational experience. Organizations providing internship and research opportunities locally have included the Museum

of Modern Art, Metropolitan Museum of Art, Solomon R. Guggenheim Museum, New York City Department of Cultural Affairs, JPMorgan Chase Bank Collection, Jewish Museum, Asia Society, Sotheby's, Christie's, Whitney Museum of American Art, Cooper-Hewitt National Design Museum, and Pace-Wildenstein Gallery. A more complete listing of the organizations where graduate students have secured national and international internships may be found on the program's webpage, steinhardt.nyu.edu/art/admin (<http://steinhardt.nyu.edu/art/admin/>).

In addition, the program serves as an active information center for advocacy issues and for career opportunities. The program works closely with its Visual Arts Administration alumni to provide special events and to facilitate mentoring and 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, and Asia.

Study Abroad

An international study-abroad seminar provides graduate students, alumni of arts administration programs, and arts management professionals with a unique opportunity to observe exciting changes in the visual and performing arts in a broad range of European venues. Students explore current cultural and social issues affecting international arts practices in both nonprofit and for-profit institutions.

The Visual Arts Administration program sponsors several student-run clubs which hold events and seminars throughout the year. ACE — Advocates for Cultural Engagement, other content — The Curatorial Collective, and The Art and Finance Society.

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 2109	Digital Technologies and the Art Organization	3

Business Courses

Select nine credits at Stern (COR1-GB courses) or Wagner (CORE-GP/ PADM-GP courses) as follows:

COR1-GB 1302 Leadership in Organizations

COR1-GB 1306 Financial Accounting and Reporting

COR1-GB 2310 Marketing

CORE-GP 1020 Management and Leadership

CORE-GP 1021 Financial Management

PADM- Strategic Management and Leadership
GP 2110

Primary Areas of Study

Select one of the following areas of study: 9

Arts Management

ARVA-GE 2027 Interpreting Exhibitions

ARVA-GE 2032 Development for The Visual Arts

ARVA-GE 2133 Strategic Planning and Governance Visual Arts

Arts Market

ARVA-GE 2016 Art Collecting

ARVA-GE 2076 Visual Arts Markets

ARVA-GE 2171 Appraisal & Valuation of Art

Internships

ARVA-GE 2302 Internship in Visual Arts Administration 3

Thesis

ARVA-GE 2301 Final Project in Visual Arts Administration 1

ARVA-GE 2299 Research in Visual Arts Administration 2

Secondary Area of Study

Choose one of the following suggested areas of study or create your own secondary area of study: 6-9

Curatorial Studies

ARVA-GE 2019 Exhibition Design

ARVA-GE 2198 Collections and Exhibition Management

ARVA-GE 2911 Curatorial Practice

Arts Advocacy/Art Education

ARVA-GE 2021 Education in Art Museums

ARVA-GE 2035 Arts Advocacy

ARVA-GE 2112 Urban Development and The Visual Arts

Global Perspectives

ARVA-GE 2027 Interpreting Exhibitions

ARVA-GE 2215 Issues/Practices in Art Admin:European Contest

Electives

Select 9-18 credits from, but not limited to, the following courses, as well as courses offered throughout NYU: 9-18

ARVA-GE 2024 Economics of The Visual Arts

ARVA-GE 2118 Business & the Visual Arts

ARVA-GE 2120 Contemporary Art and Community Partnerships

ARVA-GE 2121

ARVA-GE 2134 Cultural Branding in Arts Organizations

ARVA-GE 2912 Aspects of the Art World

ARVA-GE 2922

ARVA-GE 2924 VAA Topics: Entrepreneurial Projects in the Arts

ARVA-GE 2915 VAA Topics: Art Market, Analysis and Investment

ART-GE 2002 Intro to The Galleries & Museums of New York

ARTCR-
GE 2141

ARTCR- History of Art Since 1945
GE 2151

ARTCR- History of Contemporary Art and New Media
GE 2235

ARTED- Critical Pedagogy, Artists, and the Public Sphere
GE 2070

ARTED- Race, Education and the Politics of Visual
GE 2015 Representation

MPAPA- Cultural Tourism in Arts
GE 2225

Total Credits**51**

Additional Program 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. France and Germany: Visual Arts and Performing Arts Administration is offered in Paris and Berlin, and Exhibition and Display of Art and Material Culture is offered in London, England.

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
Environment of Visual Arts		3
Appraisal		3
Art Collecting		3
Colloquium		0
Intro to Galleries		3
Credits		12
2nd Semester/Term		
Law		3
Business & Visual Arts		3
Visual Arts Markets		3
Digital Technologies		3
Colloquium		0
Credits		12
3rd Semester/Term		
London Study Abroad		3
Credits		3
4th Semester/Term		
Research		2
Marketing		3
Fashion Photography		3
Exhibition Design		3

Colloquium	0
Art Market Analysis/Hybrid Practice	3
Credits	14
5th Semester/Term	
Final Project	1
Elective	3
Internship	3
Elective	3
Colloquium	0
Credits	10
6th Semester/Term	
Study Abroad (optional; will delay graduation)	
Credits	0
Total Credits	51

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Demonstrate an understanding of the creative process, how art and artists function in society.
2. Identify and evaluate how artwork is interpreted, presented, documented and archived.
3. Apply an expansive and inclusive world view of the field that values different global perspectives, identities, concerns and goals.
4. Analyze the economic, political and social environment in which artists and arts organizations operate, including legal, ethical and policy issues.
5. Critique and compare the structure, operations and management of organizations that present or produce artwork on various scales.
6. Outline strategies for marketing, audience development, outreach and community development in the arts.
7. Apply business skills in accounting, finance, organizational theory and management as well as arts-related media and technology.

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/>).