

The course will present a rounded view of the art market in all its forms and from every academic perspective; aimed at being balanced, thought provoking and even problem solving. At its core will be an understanding of art, its market and how it is affected by the wider economy; particularly highlighting the similarities and unique differences between the art trade and most businesses.

Aspects of the art market to be taught and discussed in nine two part sessions range from history, valuation and market operation to tax, regulation and law. These will be analysed as well as linked using the latest data, research and theories from the fields of economics, sociology, psychoanalysis, philosophy and anthropology.

With a clear and condensed knowledge of these, it will be easier for those attending to initiate or continue their trade in art, gain employment in the industry or pursue further lines of academic enquiry.

Terms and Conditions:

Fees must be paid in full at the time of enrolment. Enrolment is on a strictly first come first served basis. It is not possible to replace individual sessions that you are unable to attend with sessions on a future course. Christie's Education reserves the right to alter the content and dates of all courses and to cancel advertised courses as a result of circumstances beyond their control. Should any student who has enrolled on a course find that they need to withdraw or transfer to a different course, please see the following table:

Notice Given	Withdrawal	Transfer
More than 28 days before the start of the course	90% refund of course fee	Administration fee equal to 10% of the course fee
28 days or less before the start of the course	No refund	No refund of original course fee; fee for new course payable in full
After the start of the course	No refund	No refund of original course fee; fee for new course payable in full

2008 Course Dates

Monday 7th July to
Friday 18th July 2008
£2,500

Monday 8th September to
Friday 19th September 2008
£2,500

Course Organiser:
James Goodwin,
Author of
*'The International
Art Markets: The Essential
Guide for Collectors
and Investors'*

**For more information,
or to register,
please contact:**
Christie's Education
153 Great Titchfield Street
London W1W 5BD

Telephone:
+44 (0)20 7665 4350

Email:
education@christies.com

Web:
www.christies.com/education

CHRISTIE'S EDUCATION

CHRISTIE'S EDUCATION



The Christie's Art Market Course



The creation of art is not the fulfilment of a need but the creation of a need

(Louis I Kahn, Architect, 1902-74)

The art market is developing broadly and faster than at any time in its five hundred year recorded history, thanks to the economic and cultural advances of globalisation.

The international trade in art has grown over three times in the last twenty years to over \$30bn. Moreover, despite the current economic uncertainty, in just over two years average prices in the top ten percent of paintings have risen by over 150% in real US dollar terms.

At a cultural level, more people are visiting museums than ever before both at home and abroad; helped by the growth in museum openings and refurbishments exhibiting a more diverse range of art. In 2007 visits to Paris's three main museums were over one and a half times greater than the population in this densest of European cities. Just as the numbers attending individual exhibitions in emerging country capitals such as Budapest, Taipei, Istanbul and Beijing equalled those in cities such as Tokyo, New York, London and Madrid.

Leading the way commercially is the prolific growth in art advisors, dealers, galleries, auction houses, biennials, festivals, art fairs and ancillary services. In the European

Union, which is just under half the world's turnover, 41,000 businesses employ 220,000 people. Among the 180 best art fairs twelve are from the developing countries of the UAE, China, Mexico, Russia, Turkey and South Korea. Reflecting this growth, the major auction houses now operate in 42 countries trading about 20 main art categories, such as painting, from 30 different cultures.

Art is increasingly appealing to those seeking a lifestyle and assets which provide aesthetic and historical satisfaction while holding or increasing their value in monetary terms. Surveys show that three quarters of buyers are collectors and less than 3% investors with the rest motivated in both ways.

Yet for many interested in buying art the market remains shrouded in mystery, confusing and unapproachable.

Understanding the market may therefore help existing or new buyers as well as those working in the market without time to reflect on how to achieve better practise.

Despite this educational study is limited to few courses worldwide. Christie's Education are therefore offering a two week intensive art market course, bringing together a growing body of research and experts from the art market and academia, for anyone involved or wishing to become involved with this growing and fascinating trade.