
ART AND THE MARKET in Fall 2018 (AH2018)

Course Code	AH2018	Professor(s)	Danielle Fortier
Prerequisites	None	Office Number	
Class Schedule	W: 09:00-11:55 in C-103	Office Hours	Schedule appointments as necessary
Credits	4	Email	dfortier@aup.edu
Semester	Fall 2018	Office Tel. Ext.	

Course Description

This course will provide an in depth exploration and overview of the art market as it operates today. The roles of the artist, gallery, auction house, art fair, critic, and other key art world players will be explored through a theoretical context in the classroom as well as direct encounters with professionals working in these fields. We will also take advantage of the tremendous cultural offer in Paris, seeing first hand the market forces in action in the different contexts we discuss in class.

Course Learning Outcomes

To introduce students to the professional environment of the art market
To develop a vocabulary and framework with which to understand key issues and current debates in the art market today

General Education

Course Outline

The schedule will be revisited as the course progresses.

Week I: Wednesday, September 12

TOPIC: Course Introduction and Overview

READING: (in class selection)

September 16 – last day to drop/add courses online

Week II: Wednesday, September 19

TOPIC: The Rise of the Mega Gallery

READING DUE:

Thompson: 1-17, 29-44

Lindemann interview of Gagosian: 64-69

Winkleman: 29-61

Week III: Wednesday, September 26

TOPIC: The Art Dealer

READING DUE:

Lindemann interview Perrotin: 100-105

Winkleman: 113-163

Week IV: Wednesday, October 3

TOPIC: Art Criticism

READING DUE:

Thornton: Ch 2 The Crit and Ch 5 The Magazine

Thompson: 227-232

Week V: Wednesday, October 10

TOPIC: The Art Fair, Part 1

READING DUE:

Thornton: Ch 3 The Fair

Thompson: 185-95

Lindemann interview Gladstone

<https://www.widewalls.ch/becca-hoffman-outsider-art-fair-interview/>

Week VI: Wednesday, October 17

TOPIC: The Art Fair, Part 2

READING DUE:

Winkleman: 63-90, 227-250, review 154-158

VISIT: SATURDAY, October 20, 12:00-2:00 PM

Week VII: Wednesday, October 24

TOPIC: MIDTERM

October 26 Mid-semester Grades Due

October 31-November 4 Fall break, no classes

Week IX: Wednesday, November 7

TOPIC: Studio visit/production

READING DUE:

Thompson: 67-91

Thornton: Ch 6: The Studio Visit

Week X: Wednesday, November 14

TOPIC: Biennales, Art Prizes

READING DUE:

Thornton: Ch 4 The Prize, Ch 7 The Biennale

Thompson: 195-206

Week XI: Wednesday, November 21

TOPIC: The Private Art Collector: Investment, Passion, Speculation

READING DUE:

Thompson: 93-102, 257-270

McAndrew: 1-30, 63-116, 211-261 (suggested)

Wagner, Ethan and Wagner, Thea Collecting Art for Love, Money and More (suggested)

Week XII: Wednesday, November 28

TOPIC: The Museum Case Study

READING DUE:

Thompson: 233-44

McAndrew: 117-159 (suggested)

Week XIII: Wednesday, December 5

TOPIC: Branded Auctions

READING DUE:

Thompson: 19-27, 103-59, 173-183

Thornton: Ch 1 The Auction

De Pury, The Auctioneer (suggested)

Week XIV: Wednesday, December 12 - Last Class

TOPIC: Art Market and the Internet

READING DUE:

Spend 20-30 minutes on artsper.com - reviewing, researching

Review websites listed in Thompson: 279

Winkelman: review 158-61, 165-91, 193-210, 322

Thompson: 207-18

December 13-16, reading days

December 19, Final Presentation

Textbooks

Title	Author	Publisher	ISBN	Required
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\$12 Million Stuffed Thompson, Don Shark	PALGRAVE	9780230620599	Yes
Seven Days in the Thornton, Sarah Art World	Norton	9780393337129	Yes
SELLING CONTE WINKLEMAN, MPORARY ART EDWARD	PERSEUS	9781621534624	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Attendance/Participation 25%

Response Papers 15%?

Midterm 20%

Final Exhibition Project and Paper 40%

Other
