



Specialized MBA



International Art Market

Paris

I | C | A | R | T

L'école du management
de la culture et du marché de l'art

Program in English

RNCP level 7 certification (Bac+5)
Institution recognised by the Ministry of Culture



The players in the globalized art market

An expanding and diversifying art market

The art market is experiencing a series of record-breaking sales that the media regularly highlights. This expanding market encompasses not only Europe and the United States but also emerging new territories. It has become truly global. The art market is not just expanding; it is also diversifying continuously. From traditional painting to street art and a multitude of collectibles such as vintage comics, famous correspondences, celebrity costumes, and even Star Wars figurines – **collectors, private or public investors, and enlightened enthusiasts continuously invigorate a market where the key word remains shared passion.**

An endless source of employment

This international openness, increasing complexity, and the proliferation of specific markets generate a plethora of professions: **gallery owners, auction organizers, fundraisers, art brokers, artwork curators, antique dealers, art advisors, luxury sector advertising directors, auction clerks, fair or exhibition organizers, design gallery directors, cultural patronage managers, and more.** These professions are specialized in two ways: in their roles within the market and in the specific art in which they are involved. With new art forms like digital and urban art being added to the mix, the pool of job opportunities is inexhaustible.

A professional education

With the Specialized **MBA in the International Art Market (MIA)**, ICART offers a professional education that combines **theoretical knowledge** (taught in English) with **practical skills**. This includes marketing strategies, digital strategies, and effective communication tools applied to the art market, as well as guided workshops on « expertise and commercialization of art and objects ». Students are already engaged as market participants. Additionally, students are assigned professional missions within companies, and a professional dossier related to their chosen specialization completes this training.

Transforming passion into a profession

Students who are passionate about the numerous art forms that are now part of the globalized market, who have a taste for negotiation, interaction, and transactions, and who **aspire to international careers in commerce and the arts with high-level responsibilities**, can enhance and professionalize their initial education through **ICART's Specialized MBA in the International Art Market**. Pragmatic and specialized, **developed in collaboration with industry professionals**, this Specialized MBA meets the ever-evolving demands and opportunities of a vibrant market, at the heart of aesthetic values.

Nicolas LAUGERO LASSERRE - Director of ICART
Philippe DANJEAN - Coordinator of the Specialized MBA
International Art Market

OUR PROGRAM

A 12-month course at ICART Paris:

6 months' course in English and **6 months of corporate training**

Optional

An international double degree

in partnership with NYIT in New York (USA)

**NEW YORK INSTITUTE
OF TECHNOLOGY**

OCT | DEC | JAN | MID MARCH/APRIL | SEPT

Art & Culture Ecosystems

- › French Etiquette (option)
- › Cross-disciplinary Art history
- › Expertise in ancient and contemporary arts (decorative arts, arts objects, contemporary art)
- › Contemporary scene
- › Art Market economy
- › Law and sociology of Art Market
- › New Territories

Professional methods and tools

- › Art Marketing (1st and 2nd market)
- › Digital communication and sale of artworks
- › Create and manage an art gallery
- › Contemporary and modern art fairs
- › Preventive conservation and insurance of artworks

Thematic weeks and real case studies

- Valuation and management of a collection
- Touring exhibition businesses
- Art Market and philanthropy
- Art & Brands / luxe

« Art & Digital » Seminar

Introduction to no code + workshop PAO (InDesign, Illustrator, Photoshop)

Professional coaching and support workshops

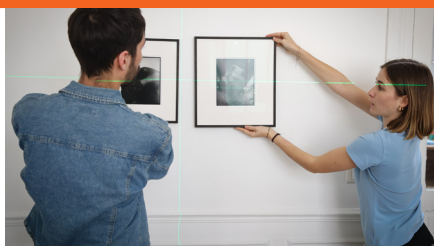
Public speaking, personal branding, soft skills, etc.

**PROFESSIONAL
6-MONTH MISSION
IN FRANCE OR
ABROAD**

**COMPLETION
AND THESIS
DEFENSE**

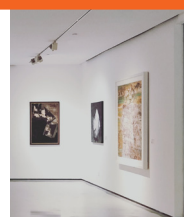
Project management workshop « Expertise and marketing of objects and artworks »

Organization of a charity exhibition-sale of emerging artists.



Professional days

Meetings with professionals and artists, visits to galleries, artists studios, museums, conferences, fairs...



Cultural activities all year long

4 ICART LABS

ICART MEDIA | MASTERCLASSES | CULTURAL MEDIATION | INCUBATOR



Highlights

Cross-Disciplinary Aesthetic Education

A common thread among all art market professionals is the need for a deep understanding of the major historical, aesthetic, and stylistic references of art objects and artworks. A specific course is designed to enable students to grasp various **questions and creative concepts** simultaneously, regardless of their initial level of knowledge.

Activities all year long

ICART places a significant emphasis on « cultural awareness ». Therefore, students are encouraged to stay informed about the art world throughout the year. Each student **is enrolled in the ARTISTIK-REZO Club**, which provides them with weekly invitations to vernissages, art fairs, performances, concerts, theater, cinema, and more.

A programme taught in English

In this Specialized MBA program, all art market-related courses are taught in English.

A six-month internship (in France or abroad), personalised support

The School's Corporate Relations Department offers a wide and diverse range of internship opportunities. It maintains a constantly updated database with no less than **3,000 partner companies** in the cultural sector.

International experience

ICART allows students who wish to enhance their qualifications to sustain with an international professional experience. They can choose to undertake an internship abroad:

- › Within French embassies and consulates, thanks to an agreement with the Ministry of Foreign Affairs.
- › In galleries, auction houses, museums, and cultural organizations with which ICART has established privileged professional relationships.

ICART offers the opportunity to obtain a double degree abroad, with partner university NYIT in New York (USA). 15 ECTS required from October to December.

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4 ICART LABS

Optional workshops that challenge teaching methods and encourage creativity :

1 ICART Media

Journalists, art critics, students publish articles on the partner media artistikrezo.com and produce video reports every week on subjects that fascinate them.

2 Masterclasses

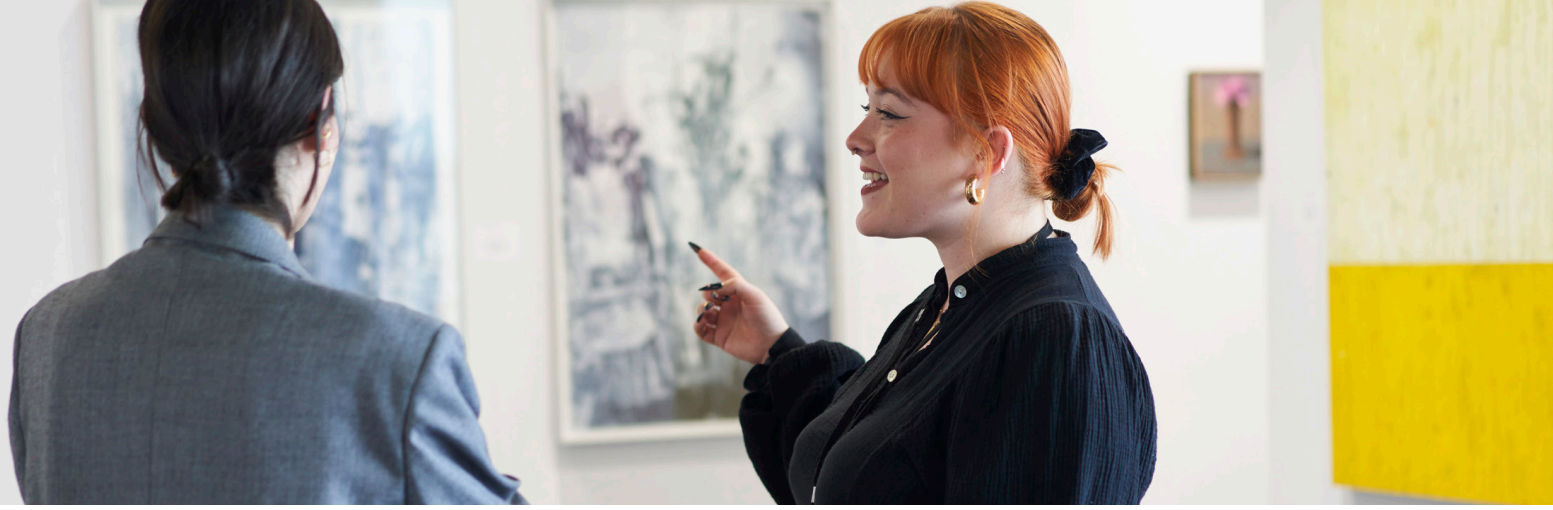
Students organize conferences throughout the year, led by prestigious and inspiring personalities from the world of art and culture.

3 Cultural mediation

Students are invited to design cultural mediation operations within numerous partner establishments and events. They collaborate in the cultural mediation actions of several museums and supervise visits for the public.

4 ICART Incubator

Intended for student entrepreneurs to create their business, this workshop supports them in bringing their project to fruition. In this context, they are invited to participate in a Hackathon on art and digital.



Professions related to the promotion, diffusion, and commercialization of art objects and artworks

Paris, London, New York, Shanghai, Rio, Delhi: the growing internationalization of artistic exchanges has profoundly modified the operating rules and the role of players in the art market. Increased and broadened skills are now essential to be part of the game...

- › Gallery owner, gallery manager
- › Art dealer, antique dealer
- › Auction organizer
- › Auctioneer's clerk
- › Art expert, specialist
- › Art advisor, art curator
- › Art collection Director
- › Artist agent
- › Cultural patronage manager, fundraiser
- › Art fairs organizers
- › Director or assistant director of art center, foundation, museum

They are graduates from ICART :

Since 1966, when the first class left, more than 7,000 alumni have joined the world of culture and the art market.

Among them :

Oana BARBU, pre-sale manager - Old master Paintings, Impressionist & modern art at Sotheby's, **Martine BAVEREL**, director of Galerie Vallois, **Eric COATALEM**, gallery owner, expert in 17th/18th century drawings and paintings, **Guillaume DILLEE**, expert, art advisor in Melbourne-Australia, **Agathe BIASIZZO**, design sales at Pierre Augustin Rose, **Hélène VALVERDE**, artist liaison, management & development at Studio 112, **Philippe LARTIGUE**, president of the auction house Société Massol S.A., **Florence LATIEULE**, director of Artcurial's Tribal Art department, **Tom LAURENT**, deputy director at Art Absolument, **Claire STAEBLER**, director of the FRAC (Regional fund for contemporary art) Pays de la Loire, **Claire REIGNEAU DESPROGES**, events project manager at La Villette, **Sabine REYNOLD DE SÉRÉSIN**, specialist in the Contemporary Art department at Pierre Cornette de Saint-Cyr auction house, **Jean-Pierre TEUCQUAM**, auctioneer, **Wilfrid VACHER**, general manager - Brussels at Bonhams Cornette de Saint Cyr, **Shen YUAN**, founder and director of Greenkin (International Cultural and Artistic Centre) in Shanghai, etc.

Admission Requirements

Eligibility for the Specialized International Art Market MBA

To be eligible, applicants must have :

- › A bachelor's degree or its equivalent from a foreign accredited university or school (Bac+4)
- › 240 ECTS or equivalent

Admission Process

The admission process for the Specialized MBA in International Art Market at ICART Paris takes place in two stages :

Eligibility : applications are first screened by the applicant eligibility panel

Acceptance : interview session with the Director of the program at ICART

Selection Requirements

- › English B2 or TOEFL - score of 80 or higher or DUOLINGO score of 105 or higher (internet based)
- › No GMAT necessary
- › French A1/A2

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