

FEB - MAR 2018

8
DAYS



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Early-bird discount / Corporate rate available

☎ 2910 7626 / 7645

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This programme is tailor-made for novice art collectors and business professionals. The entire programme consists of six modules (8 days), including an intensive three-day module delivered by a Central Saint Martins' lecturer from London, five one-day modules led by HKU SPACE and industry experts from Hong Kong, Europe, Asia and China. The programme will end with one module being spent at local galleries and one module visiting some of the latest art spaces outside Hong Kong.

[Indicative Modules and Schedules 2018](#)

Module 1. Collecting Contemporary Art by Central Saint Martins

9 - 11 February 2018, Friday to Sunday (21 hours) - DAY 1 to 3

ual: central
saint martins

- A three-day module led by CSM lecturer on how art is bought and sold; what to buy, when to buy and how to best make a knowledgeable purchase
- Converse with local veteran practitioners in the backroom of galleries
- Understand key strategies employed by galleries and institutions in spotting new talents and building up their collections
- Gain access to key corporate and public collections and consultancies

Module 2. Trends and Cases: From Corporate Art Engagement to Artist Collaboration [New!]

3 March 2018, Saturday (7 hours) - DAY 4

- Getting insights into activities and programmes of corporate art initiatives by local and international companies
- Discussing different cases of cooperations between brands and the art industry

Module 3. Shenzhen Art Tour [New!]

4 March 2018, Sunday (9 hours) - DAY 5

- Expose to the unique contemporary art scene in China, via a curator-led visit to art and cultural districts, private museums and exhibition spaces in Shenzhen

Module 4. Building a Collection: Case Studies [New!]

10 March 2018, Saturday (7 hours) - DAY 6

- Case studies from private, public to corporate collections will be discussed

Module 5. Art Gallery Exhibitions: Behind the Scenes

17 March 2018, Saturday (8 hours) - DAY 7

- Participate in visits to a selection of not-for-profit and commercial art spaces covering both established and emerging art/cultural spots in South Island Cultural District

Module 6. Managing and Maintaining a Collection with HKU University Museum and Art Gallery

24 March 2018, Saturday (8 hours) - DAY 8

- Focus on skills related to professional collecting, from developing unique narratives to documentation and maintenance, including some best practices about securing art insurance and framing your works
- Expose to hands-on art work maintenance skills and techniques from an expert-led workshop

Stephanie DIECKVOSS Course Tutor

I have a wealth of experience in cultural management in the public and private sector, with over 15 year experience in commercial art galleries and art fairs. I managed the Anish Kapoor Exhibition at the Serpentine Gallery in 2009 and raised over £2 million for the expansion of the Serpentine Gallery by organising their charity auction in partnership with Sotheby's.

I am an Associate Lecturer on BA Culture, Criticism and Curation at Central Saint Martins and Unit Leader on MA Arts and Cultural Enterprise. I regularly teach on the business of the Art Market for IESA, London, as well as giving regular talks and keynote speeches. Since September 2017 I am Senior Lecturer and Course Director MA Art Market & Appraisal (Professional Practice) at Kingston School of Art, Kingston University.

I hold MAs in Art History from the University of Hamburg and the Courtauld Institute, London; and an MBA (Public Services) from Warwick Business School. My research areas include art and conflict in the 19th – 21st centuries, contemporary art markets, art and globalisation, private museums, and art schools as institutions. I am also the London Art Market Correspondent for the German newspaper *Handelsblatt* and the *Neue Zürcher Zeitung* and write on Art Business for Apollo Magazine.



Christoph NOE Course Moderator

Christoph is the Director of The Ministry of Art. Working as a management consultant on strategy projects for a multinational corporation between Munich, Berlin, Shanghai and Beijing, in 2005 Christoph Noe decided to switch industries and actively engage in the Chinese contemporary art scene, founding THE MINISTRY OF ART.

Specialising in Chinese artists of the post-seventies and eighties generation, Christoph Noe has organized a number of international exhibitions and edited various books, including “Young Chinese Artists”, “Hong Kong Artists” and a Catalogue raisonné on the artist Liu Ye. In 2013, he co-founded LARRY’S LIST, the leading art market knowledge company providing data, research and access to contemporary art collectors and published the “Art Collector Report 2014”, the most comprehensive study on contemporary art collectors world-wide, and in January 2016 he published the “Private Art Museum Report”. Christoph Noe is also contributor to FORBES.

Quick Information:

Collaborated with:	Central Saint Martins, University of the Arts London
Supported by:	HKU University Museum and Art Gallery
Commencement:	9 February 2018 (Friday)
End:	24 March 2018 (Saturday)
Duration:	8 days (for entire 6 modules)
Class Location:	HKU SPACE International College, 6/F, United Centre, Admiralty, Hong Kong (MTR Admiralty Station Exit D); selected modules will be held off the HKU SPACE campus.
Medium of Instruction:	English
Tuition Fee:	HK\$33,500 (Early-bird Rate: HK\$31,500) Please call 2910 7626 for details.
Certificates of Attendance:	Upon completion of the entire programme, students will receive: (1.) a certificate of attendance issued by Central Saint Martins, University of the Arts London (subject to 80% of attendance rate of Module 1); <i>and</i> (2.) a certificate of attendance issued by The University of Hong Kong School of Professional and Continuing Education (subject to 80% of attendance rate of the entire programme).

Application is Now Open for February 2018 Intake

Registration or Enquiries:

T: 2910 7626 / 2910 7645

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*Notes: Module contents and dates are subject to change for the 2018 Intake.

Please visit the programme website <https://hkuspace.hku.hk/ic> for most updated course details.