

CULTURAL ANTHROPOLOGY AND ART

Ing. Marek Prokúpek

ANNOTATION

The course focuses on the museums and art galleries management and all other specifics related to this. The content of the lectures is aimed to provide students with complex information about the art management with emphasis on the institution of art museums and galleries. In this course, students will gain insight into the art management not only in the terms of art history, but also from the managerial and economical point of view.

SYLLABUS 3

- During the third semester, emphasis is put on the art market, namely at the management of commercial art galleries, their relationship with the artists and of course their relationship with their clients. Students are familiar with the complex management of private galleries that focus not only on the exhibition of fine arts, but above all on its sale. Evaluation of artworks - the value or a price?
- Likewise, students are familiar with the secondary art market, specifically with the management of auction houses from their history to the present. Without, however, an overlap with the subject Marketing and Trade of Artworks.
- In the third semester, the students again should write a semester paper focused on the management of private sales galleries mainly from managerial and dramaturgical point of view. As in the previous semester, students should present their work and its presentation is a part of the evaluation.
- A part of the third semester is an excursion into private sales art galleries and discussions with their owners and managers.
- In addition to the private sales galleries and auction houses are another important player in the art market – art fairs - a significant portion of the semester will discuss them. Students acquaint with the functioning and the most important art fairs at home and abroad will be analysed.

Requirements:

- 20% active participation at lectures
- 20% term paper
- 10% presentation of the term paper
- 50% test – a combination of multiple choice questions and open-ended questions

Overall assessment

- 0-59 failed
- 60-74 well done
- 75-89 very well done
- 90-100 excellent