

ART APPRECIATION AND LUXURY MANAGEMENT

Professor Patricia Mainardi

New York University/City University of New York

Office Hours by Appointment

Course Description: This is an introductory course giving students a basic familiarity with art, visual analysis, and the art market. Classes are a combination of lectures, discussions, and student presentations.

Course Goals: Students will learn to:

- Use the basic terminology employed in the study of architecture, sculpture, drawing, painting, prints, and photography.
- Use visual analysis to determine the formal characteristics and styles of the artwork.
- Develop effective communication and analytical skills to discuss, compare and contrast works of art, both verbally and in writing.
- Research works of art to determine their history and current evaluation.
- Assemble a collection of works of art and document it.

Course Hours:

The course has 20 class sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday. Each course has a total of 40 class hours (4 credit hours).

Required Text:

Fred S. Kleiner, *Gardner's Art through the Ages: A Global History*, 13th edition, 2010. Other PDFs will be provided, including *The Global Art Market: Perspectives on Current Drivers and Future Trends*, and *Economics of the Art Market*.

Course Requirements:

- Two class presentations. The first will demonstrate the student's ability to discuss art objects from the perspectives introduced in class; the second will introduced to the class the collection that the student has made according to the criteria given in the classes. There will also be two written components: the first will be an in-class exercise to show that the student can use the concepts introduced in the first part of the course to analyze art; the second will be the documentation of the collection that the student has assembled during the course.
- Attendance and participation in all classes.
- Please bring your lap-top computer to class for the classes on the Art Market and Collecting as we will be exploring internet sites.

Grading Policy:

If you would like to dispute any grade in this course, you must do so within one week of receiving the grade.

A+ 100-97 C+ 79-77

A 96-94 C 76-74

A- 93-90 C- 73-70

B+ 89-87 D+ 69-67

B 86-84 D 66-60

B- 83-80 F 59-0

Assessment:

Class Presentations= 40%;

Written Class Exercises and Documentation = 40%;

Participation and Attendance 20%

Schedule of Classes and Assignments

Wednesday 7/13 Introduction to the Course: Art appreciation, art history, and the art market

SECTION 1:

Thursday 7/14 Your textbook, *Gardner's Art Through the Ages: A Concise Global History* will provide documentation for this section of the course. **Visual Analysis:** The materials of art: sculpture and ceramics

Friday 7/15 Visual Analysis: 2) The materials of art: painting, drawing, prints and photography

Monday 7/18 Visual Analysis: 3) Architecture

Tuesday 7/29 Visual Analysis: 4) Composition, light and shade, line and color, texture

Wednesday 7/20 Visual Analysis: 5) Subject Matter: Figure, landscape, still life, abstraction

Thursday 7/21 Visual Analysis: 6) Purposes of Art: Religious, political, philosophical, aesthetic pleasure

Friday 7/22 Class Presentations: Discussing art

Monday 7/25 Identifying Historical Art Styles: Varieties of Representation

Tuesday 7/26 Identifying Historical Art Styles: Varieties of Representation

Wednesday 7/27 Identifying Historical Art Styles: Varieties of Abstraction

Thursday 7/28 Identifying Historical Art Styles: Post Modern Styles and Mixed Media

Friday 7/29 Written Class Exercise: Identifying Basic Historical Art Styles

SECTION 2:

Monday 8/1 Introduction to Patronage and Collecting. Documentation of Art: Reading museum, galleries, and auction house catalogues. Using Internet Resources: www.thearttribune.com/; <http://theartnewspaper.com/>; www.christies.com/; www.sothebys.com/; <https://www.bonhams.com/>; <https://artnet.com/>. Using and evaluating general search engines such as baidu, bing, google, etc. Databases of stolen art: <http://www.artwis.com/stolen-art-register/>; <http://www.interpol.int/Crime-areas/Works-of-art/Database>

Tuesday 8/2 Assembling a collection: Choosing a theme (medium, artist, subject). Using the internet to identify appropriate works of art.

Wednesday 8/3 Exhibitions and their documentation

Thursday 8/4 The Art Market: 1) Buying and selling art. Art as an investment.

Friday 8/5 The Art Market: 2) Maintaining records. Writing catalogue entries.

Monday 8/8 Class presentations: Students present the imaginary collections they have assembled, with written catalogue entries.

Tuesday 8/9 Class presentations: Students present the imaginary collections they have assembled, with written catalogue entries.