

Liverpool John Moores University

Title: ISSUES IN THE CONTEMPORARY ART MARKET
Status: Definitive
Code: **7003HB** (116498)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Institut D'Etudes Superieures Des Arts

| Team | Leader |
|------------------|--------|
| Stuart Borthwick | Y |

Academic Level: FHEQ7
Credit Value: 60.00
Total Delivered Hours: 80.00
Total Learning Hours: 600
Private Study: 520

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 42.000 |
| Seminar | 36.000 |
| Tutorial | 2.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-------------------------|---------------|---------------|
| Dissertation | AS1 | 1 project of 5000 words | 50.0 | |
| Dissertation | AS2 | 1 project of 5000 words | 50.0 | |

Aims

To show a comprehensive understanding of the complex structure and interdependent dynamics of specific, specialised areas of the contemporary art market.

To develop systematic and creative research methods to analyse and evaluate specific aspects of the creation, exhibition and collecting of contemporary art.

To evaluate critically and to deploy current methodologies and practices in the analysis and interpretation of the contemporary art market.

To present complex ideas and arguments effectively using a range of models appropriate to the subject.
To demonstrate self-direction and originality in tackling and solving problems.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate and have a deep knowledge and understanding of issues within the structure and practice of the contemporary art market.
- 2 Systematically and creatively analyse and evaluate the roles of collections, of collectors, dealers and artists within the market and the different types of markets that are emerging in the contemporary world.
- 3 Identify different methodologies for the study of the creation and consumption of contemporary art and to use them effectively.
- 4 Develop research methods in a systematic and creative manner in order to understand the contemporary art market.
- 5 Have effective oral and written communication skills in order to deploy complex ideas and arguments using a range of models.
- 6 Manage time effectively through self-directed, independent research.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | | | | |
|-----------------------|---|---|---|---|---|---|
| Project of 5000 words | 1 | 2 | 3 | 4 | 5 | 6 |
| Project of 5000 words | 1 | 2 | 3 | 4 | 5 | 6 |

Outline Syllabus

Students are offered a choice of special subjects, from which they select two. Each subject is covered over a six-week period. Weekly seminars take case studies and place them within a framework of theoretical and practical enquiry. Option topics are taken from themes covered in the first year teaching and include: financial structures of the art market, the typology of the collector, public vs private institutions, regional markets, emerging markets in the East, the historic development of art market networks up to the present day. Each week there is a methodological session covering a particular aspect of research, such as anthropology, psychology, semiotics.

Learning Activities

Students will identify, analyse, present and discuss specific, selected topics on a particular area of interest. Learning activities include tutor-led seminars, one-to-one tutorials, self-directed study and time management. Seminars are supported by methodological discussions.

References

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|------------------------|---|
| Course Material | Book |
| Author | Graham, D. |
| Publishing Year | 1993 |
| Title | Rock My Religion |
| Subtitle | writings and art projects 1965-1990, ed. Brian Wallis |
| Edition | |
| Publisher | MIT Press |
| ISBN | |

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| Course Material | Book |
| Author | Ferguson, B., Nairne, S. & Greenberg, R. |
| Publishing Year | 1996 |
| Title | Thinking About Exhibitions |
| Subtitle | |
| Edition | |
| Publisher | Routledge |
| ISBN | |

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|------------------------|---|
| Course Material | Book |
| Author | Greffe, X. |
| Publishing Year | 2002 |
| Title | Arts and Artists from an Economic Perspective |
| Subtitle | |
| Edition | |
| Publisher | UNESCO |
| ISBN | |

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|------------------------|-----------------------------|
| Course Material | Book |
| Author | Hickey, D. |
| Publishing Year | 1997 |
| Title | Air Guitar |
| Subtitle | Essays on Art and Democracy |
| Edition | |
| Publisher | Art Issues |
| ISBN | |

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|------------------------|---------------------------|
| Course Material | Book |
| Author | Kolle, B. |
| Publishing Year | 2007 |
| Title | Okey Dokey Konrad Fischer |
| Subtitle | |
| Edition | |
| Publisher | Walther Konig |

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|-------------|--|
| ISBN | |
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| Course Material | Book |
| Author | Kingsnorth, P. |
| Publishing Year | 2004 |
| Title | One No, Many Yeses |
| Subtitle | a Journey into the Heart of the Global Resistance Movement |
| Edition | |
| Publisher | Free Press |
| ISBN | |

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|------------------------|--|
| Course Material | Book |
| Author | Schumacher, E. F. |
| Publishing Year | 1974 |
| Title | Small is Beautiful |
| Subtitle | A Study of Economics as if People Mattered |
| Edition | |
| Publisher | Abacus |
| ISBN | |

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|------------------------|-----------------------------------|
| Course Material | Book |
| Author | Stiglitz, J. |
| Publishing Year | 2002 |
| Title | Globalisation and its Discontents |
| Subtitle | |
| Edition | |
| Publisher | Allen Lane |
| ISBN | |

Notes

The semester model is broken into two 6-week sessions; students choose one of three options for each session. The options complement each other offering students the ability to choose breadth or depth. Each session is taught by a different core tutor.