

## Module III: From the Artist's Studio to the Art Market (3 Credits)

### COURSE DESCRIPTION

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With its celebration of visual culture that ranges from an edgy arts scene to vibrant film production and from scores of galleries and museums to the graffiti that is etched into the very fabric of the city, Zurich is an exemplary site to study the history, development and production of different forms of art and design in the 20th and 21st centuries in Switzerland. This module focuses on visual cultures and their histories, and brings students into direct dialogue with artists, art spaces and cultural institutions in Zurich and other Swiss cities to develop an understanding of past and present modes of representation and their role in shaping the world. Classes combined with visits to art museums and galleries, and historic sites such as the birthplace of DaDa, the Kunsthau Zurich, the Kunsthalle, the Museum Rietberg, Haus Konstruktiv, the Toni-Areal, the Migros Museum in Zurich, the Klee museum in Bern and the Musée de l'Art Brut in Lausanne will foster students' knowledge of art history and visual design through direct confrontation with artworks. Similarly, an understanding of contemporary tenets of aesthetic production and distribution will be developed through visits and discussions with actors of both the commercial and independent art scenes. The latter become particularly important sites to study the contemporary art market and its dynamics on both the primary (studios, dealers and galleries) and secondary (auction houses) art markets in the Swiss environment. The module furthermore questions the specificity of Swiss art production and examines it as a useful model to understand and engage with contemporary global creative industries.

**Course research emphases:** art history and visual culture, contemporary aesthetics & art theory, museum studies, architectural history, photography, popular culture, art market studies. **Suggested credits:** Art History, Museum Studies, Photography, Cultural Studies, Art Market Studies.

### ASSESSMENT OVERVIEW

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Assessment for this course will be based on reading notes, class participation, class presentations of readings and individual research, research papers, quizzes, art critical writing and market analysis projects. The final grade is based on these assessments.

### COURSE RATIONALE

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The module is composed of academic seminars, site visits and field studies to immerse students into the topic through theoretical studies and applied learning. With its interdisciplinary mandate, the course fits into the overall study of Switzerland, as well as the Art History and Visual Culture major at FUS or other multidisciplinary art history majors that also address art market

studies. It is conceived as a dynamic investigation of aesthetics, history and market dynamics of art and architecture in the modern environment. It takes a multi-disciplinary approach within the visual world and considers methods and theories of cultural studies, as well as market analysis methods. The combination of academic seminars, site visits and independent research is particularly useful. Students engage with the histories and theories of art in the classroom and immediately apply this knowledge in their field studies and market investigations. Overall, the course is a first step in preparing students for graduate studies in the fields of art history, art management and art market studies, as well as entry-level careers at museums, galleries and auction houses.

## **COURSE GOALS**

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The goals of this course include:

- acquiring visual literacy to read works of art
- understanding the chronology and development of the history of art
- understanding the specifics of art production and its environments
- understanding the types and methodologies of art history
- developing critical thinking and analytical skills
- developing critical writing skills in art
- practicing the critical synthesis of information from classroom discussions and readings
- presenting this information in a variety of formats, including class discussions, oral presentation, short essays and more comprehensive written assignments
- developing aesthetic appreciation detached from the commercial value of art
- exploring the local museum and gallery culture of Zurich and Switzerland
- understanding how the Swiss context is relevant for the global context
- understanding art market dynamics and conducting market analyses

## **SPECIFIC LEARNING OUTCOMES**

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Upon completion of this module students should:

- have acquired an understanding of the origins and many facets of art collecting
- have learned about the history and production of visual cultures in Switzerland and be able to understand their relevance for the global context
- be able to write and speak analytically and critically about art and its market value
- be able to distinguish among aesthetic, cultural and commercial values

## **CONTACT HOURS AND MODULE STRUCTURE**

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Each module consists of four weeks of concentrated in-depth study in a particular topic area and offers a number of problem-based, disciplinary approaches. Depending on the research emphasis a student chooses in each module, credits will be awarded for business, management, art history, history, environmental studies, cultural studies, comparative

literature, urban studies or media studies. The research seminar will award credits in the discipline in which students write their final research projects. The research seminar ends in a research symposium at Franklin University Switzerland in Lugano. Students may earn an additional credit if they successfully turn their research project into a publication in our online undergraduate research journal.

While the overall curriculum is set for fall 2019 and is designed to offer 15 credits, there is a bit of flexibility built in. Students may opt out of the language classes to drop the load to 12 credits for the semester, or they may replace one of the three modules with a second language course in order to study both French and German. Students that publish their research papers can obtain up to 16 credits for the semester.

Each course, modules and seminar will offer the equivalent of 42 contact hours. Students will participate not only in more traditional lectures held in the seminar space in Zurich, but also in excursions, fieldwork, hands-on encounters and programmed trips to the rest of Switzerland.