

Module code	LBM731	Level	7
Module title	Curating Luxury Brand Art Collaborations	Credit value	10
Programme(s) on which the module is taught	MA Luxury Brand Management	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

The luxury goods, fashion and music worlds are increasingly interacting with contemporary art, adding to its allure. Luxury Brand Art Collaborations play a crucial role with respect to both the positioning and revitalisation of luxury brands. This module is designed for students wishing to specialise and prepare for the constantly evolving demands of the contemporary art world and allows the study of the collaborative patterns between luxury brands and the arts.

A key focus of the module is to use a curatorial approach to documenting and presenting a brand's creative intellect and consciousness enacted throughout the company's activities, both internal and external.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A1. Define luxury, its methods and practices; distinguish it from premium and mass market. Know how to market, manage and appreciate luxury's interrelationship with other disciplines and business functions. Understand aspiration and the luxury value chain in all its components.

B) Skills

Upon successful completion of this module the students will be able to:

- B3. Think strategically to develop research and creative briefs. Assess demand, plan and prioritise in working with own and other organisations. Use appropriate quantitative and qualitative research methods. Exercise judgement in translating ideas into products and service systems. Formulate appropriate go-to-market strategies based on analysis of sometimes complex evidence.

4. Indicative content

- The marriage of art and luxury
- The role of the curator
- Curating retail luxury
- The business of art
- Curating and creation possibilities
- Appropriation and innovation
- Curating digital art
- Art as a luxury brand extension

5. Learning and teaching methods

The focus is on an industry-linked, project-based mode of study taught by industry specialists and professional practitioners. Students studying the module will be part of a small and focused class and benefiting from teaching by experts with professional experience as well as close links to industry. Although a proportion of the contact time will be spent in teaching, the promotion of informal peer support and knowledge sharing networks is encouraged. There will be group discussion of practical management situations and problems, making use of case studies, problem situations and scenarios and where relevant, the participants' own experiences. External academic and professional speakers from the art and design world will be invited to address the students.

All modules will be delivered in line with the Business and Management pedagogic principles below:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	Use of Blackboard, video clips, interactive exercises, links embedded into learning materials – exploring digital media.
2. Multicultural and diversity	Our students are usually very diverse. We will be examining & discussing different trends, consumer behaviour and data related to different regions. In some activities' students are placed in groups specifically with diversity in mind to encourage more interaction between different nationalities, variety in idea generation and different ways of problem solving.
3. Solution focused and practice oriented	Application of understanding shall be demonstrated using problem-based learning (PBL) approach to encourage students experiment with dealing with real life issues and be partners in the learning process rather than merely recipients of it.
4. Integration of learning	Different seminar activities and field trip observations are focussed on integration on learning through different tasks and exercises. Where students will be developing and using different sets of skills and capabilities.

5. Assessment for learning	Students learning will be assessed through 1 summative assessment, in addition their learning is also assessed through the weekly activities.
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This is an example of the notional Learning hours for this module:

10 credit module – 100 learning hours	
Directed learning	27 hours
Lectures	9
Field visit	12
Other	6
Collaborative Learning	3 hours
Tutorials (1:1 and group)	3
Self-directed learning	70 hours
Preparation for class	10
Self-study after class	15
Preparation for assessments	15
Assessment	30
Total	100

6. Assessment and relative weightings

Formative Assessment

Students' active participation in seminar activities using case study discussions will generate written outputs on which formative feedback will be received. Formative feedback will prepare students for the subsequent assessment.

Summative Assessment - Visual report, Individual assessment, 3,000 words (+/- 10%) (100%TMM)

The visual report requires a combined writing and image task with a maximum of 3,000 words. The visual element of the report should form an integral part of the argument or the ideas expressed, rather than serve only as example, illustration or additional documentation. The images can originate from a range of sources, e.g. a curated collection or an image archive, images selected or produced to reflect on images collected as research data.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning Outcomes								A1	B3
Summative Assessment - Visual report									x	x

8. Key reading

Core textbook

Berghaus, B. and Günter Müller-Stewens, S. (2014) The Management of Luxury, A Practitioner's Handbook, Kogan Page.

Further reading:

Adams, G. (2014) Big Bucks: The Explosion of the Art Market in the 21st Century, Ashgate Publishing.

Bourdieu, P. (1984) Distinction: A Social Critique of the Judgment of Taste, Cambridge, MA: Harvard University Press.

Kapferer, J. N. and Bastien, V. (2009), The Luxury Strategy, London: Kogan

Kastner, O. L. (2014) When Luxury Meets Art: Forms of Collaboration between Luxury Brands and the Arts, Springer Gabler.

Obrist, H. (2014) Ways of Curating, Allen Lane.

Zorloni, A. (2013) The Economics of Contemporary Art: Markets, Strategies and Stardom, Springer Science & Business Media.

Other resources

Special issue: Arts & Branding: Collaboration, Co-Creation and Inspiration of Brands by Arts.

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