

GAM704 Consolidating Object Identification – Contemporary and Collectibles

Module code	GAM704			Level	7
Module title	Consolidating Object Identification: Contemporary and Collectibles				
Status	Core				
Teaching Period	Spring				
Courses on which the module is taught	MA Global Art Markets				
Prerequisite modules	None				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	<i>There are compulsory field trips for this module which are included in the cost. Students will need to pay for travel costs within Greater London.</i>				
Additional costs					
Content notes	<i>Contemporary art regularly focuses on sexuality, gender, racism, war and violence and can include graphic nudity and offensive language.</i>				

1. Module description

Building on the foundations of Object Identification in the first semester, this module will provide you with a deep dive into key trading 20th & 21st century categories including Impressionism, Modernism, Post-War and Contemporary Art. Additionally, you will explore a range of collectibles, such as fine jewellery, watches, classic cars, decorative arts, historical artefacts, and emerging categories like luxury items.

You will learn how to strategically position and frame objects within the context of specific markets, understanding how to assess their value and potential for investment. This module will equip you with the analytical tools to evaluate the commercial viability of objects, identifying market trends and emerging sectors. You will explore how different categories of art and collectibles are valued differently and the unique factors that influence pricing, demand, and liquidity in each segment.

By studying these diverse categories, you will develop a robust understanding of how to effectively navigate and leverage the intricacies of the global art and collectibles markets. You will also gain essential business acumen in terms of market segmentation, pricing strategies, and investment potential, enabling you to make informed decisions as a professional in the art world.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO1):

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Lead and negotiate professional networks to solve challenges in complex and ambiguous situations when working on authentic assessments based on working with collectors

Innovation (MLO2)

Create and implement new value propositions combining intellectual curiosity and creativity in creating campaign strategies

Discipline Knowledge (MLO7):

Critique and synthesise theories, concepts and facts =in preparing reports for collectors

Human & Environmental Impact (MLO10):

Evaluate the impact of human activity, including your own, on people and on the environment to offer sustainable solutions to philanthropists

3. Learning and teaching methods, and reasonable adjustments

In this module, you will learn from examining a variety of works of art in the original in many different locations from private collections to public galleries. Each week, you will engage in a variety of activities that get you to research theories and concepts, acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers, and reflect on your learning. This module will follow a case study based approach and will encourage you to participate and train your eye to identify works of art and collectibles.

Learning hours			200
Directed learning			0
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy:
<https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Report Weighting 40%

Maximum of 1500 words

You will be allocated a philanthropist and asked to advise on the major gift from this individual's collection. You will have to decide which institution would be best placed to receive the gift, any tax implications, possible crediting and summarise any possibilities and challenges this gift would create. You will present your research to the class to receive formative feedback from other students and your Lecturer and then submit a report.

Assessment component 2: Presentation (group assessment) Weighting 60%

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Minimum 5 minute presentation and 10 minute debate

Working in small groups, you will prepare a campaign plan with others who were allocated the same philanthropist as you in assessment 1. You will showcase your communication strategy and how you will work with your chosen institution to manage the announcement of this major gift. You will then take part in a debate with your professors and peers about your decisions.

Allocation of marks for group work will be specified in the course assignment brief.

Mapping of assessment tasks:

Assessment components	MLO1	MLO2	MLO7	MLO10
Report			x	x
Presentation (Group)	x	x		x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Artprice.com to reference on a frequent basis to gain full awareness of latest sales in the art market

Curious Objects – A series of podcasts with weekly episodes made *The Antiques Magazine*
<https://www.themagazineantiques.com/podcast>

Cerasi, J.(2021) *Contemporary Art Decoded* London:Illex Press

Edwards, S. and Wood, P. (Eds) (2012) *Art and Visual Culture 1850-2010: modernity to globalisation* London: Tate Publishing

Erling, K. (2015) *A Poor Collector's Guide to Buying Great Art* London: Gestalten

Godrey, T. (2020) *The Story of Contemporary Art* Cambridge: The MIT Press

Kastner, O.L. (2013) *When luxury meets art: forms of collaboration between luxury brands and the arts* Wiesbaden: Springer Gabler

Stallabrass, J. (2020) *Contemporary Art: A Very Short Introduction* London: Oxford Academic

Robertson, J. (2013) *Themes of Contemporary Art: visual art after 1980* Oxford: Oxford University Press

Williams, G. (2008) *How to Write About Contemporary Art* London: Thames & Hudson