

CLE ST7		ARTS MANAGEMENT AND THE FRENCH LUXURY INDUSTRY			
Course leader		Laurent Noel			
Course description		<p>Part 1 of the program takes place in Nantes, Part 2 takes place in Paris. Participants can register for both weeks, or for one week only.</p> <p>This course offers an ideal balance between theory and practice, including visits to cultural institutions and local public entities. It will be delivered mainly in Nantes, a city well known for its cultural dynamism. Paris is the second location, and students will have the opportunity to visit amazing and notorious places such as the Louvre museum, where they will be lectured by renowned curators of the Ecole du Louvre. Throughout the Arts Management program, students will also be working on a consulting project.</p>			
Course objectives		Upon successful completion of this course, students will be able to understand how luxury brands approach the arts market in a European context.			
Learning goals / objectives		The program uses an interdisciplinary cultural studies approach (ethnographic, sociological, psychological, historical, and cultural). This study tour is made for students in arts management to learn about cultural policies, project management, audience development, and cultural strategies in a French and European context.			
Course topics					
Learning methods / Teaching procedures		This course takes a learning-by-doing approach with an emphasis on active participation. Class participation will be actively encouraged through interactive discussions, student presentations, and small group activities. Before their trip to France, students are expected to gather information about French culture and the companies they will visit.			
Assignments					
Evaluation		Continuous assessment	50%	Group case study	
		Final exam	50%	In-class exam	
Bibliography / Course material					
Number of ECTS credits		6 ECTS, 3 US			
Course schedule		38 hours of lectures and on-site visits			
Date	Title	Description			
	Art Fairs and Events in the Creative Industries	Art fairs and other leading cultural pop-up events are where creative careers are built and reputations made – the places where members of the industry meet, network, exchange, and learn. Leading art fairs will be the focus of this seminar but other major events such as Fashion Week will also be discussed.			
	Creative Clusters	The concept of cluster in industry is not new, but its application to creative industries is. How are they set up and managed? What are their roles? Why are so many cities keen to develop them? The example of Nantes will be used to answer these questions and analyse the pros and cons of creative clusters.			
	Cultural Entrepreneurs	The romantic figure of the artist as inherited from the 19th century has disappeared in favor of the artist as entrepreneur. What is a cultural entrepreneur? How different is this from other entrepreneurs? What can we learn from them? How can they change society? Through recent examples of cultural entrepreneurs in France and elsewhere, this seminar will address these questions.			

	Art and Philanthropy in France	For the last 10 years, France has enjoyed a tax system that is very generous to donors. Still, philanthropy here remains modest compared with the much-envied U.S. This seminar will explore the social, economic, and legal factors that can explain the idiosyncrasies of the French philanthropic approach.
	The Arts Market: Quality and Uncertainty	This lesson aims to present the visible and the invisible parts of the art market. The small global turnover is oversized by medias. Nevertheless, this particular market has a real symbolic weight, both for nations and individuals. It deals with creativity and powers. How is the art market organized ? Why does each place focus on specialties? What current evolutions does it imply for the future? A panorama on different categories of actors and on the relations between cooperation and competitiveness will be proposed
	Museum Strategies I and II	Museums are a creation of the modern era. 200 years after, curators are now working in a moving and complex environment. They have to adapt the organization to balance exhibition expectations and financial constraints. They also have to deal with a paradox: Too scientific an exhibition cannot reach a wide audience. Too popular, an exhibition gets criticisms from museums supporters. To overcome these difficulties, museums develop different strategies : brand creation, services and partnerships.
	Arts Management in France and in Europe: Conclusion	French and European cultural models come from history. Patrimonial weight is both a strong link between citizens and a way to attract tourism. Besides patrimonial art, contemporary artists and their works of art have a specific legal status. They keep rights on their production after it has been sold. However, contemporary art market is different according to European countries. For many years, cultural industries have benefited from grants. With the increasing debts, governments have become less implied in their financial support. A new era with mixed resources has come. The organizations are deeply changing.
	EU Cultural Policies	The EU also plays a key role in terms of cultural policy in Europe. How does it interfere with national cultural policies? Is it just a boiut funding cultural events? Does it help to foster the development of a European cultural consciousness?
	Luxury Industry	France has a world wide notoriety for having a real appetite for what is called "luxury". All around the globe some brand names are associated with luxury and France. What is luxury? How does the current situation look like? Is Paris still the house of luxury? Is it still up to date to use Paris in branding and communication policies? Who own the famous French brands? How is the industry organized? Where do the products come from? Those are some of the numerous questions that will constitute the core of this module
	International Art Markets: Structure and Evolution	The Art management program is an introduction to the management of artistic and cultural activities in Europe with a focus on the French system. The program presents both the general objectives common to the different arts and the solutions adopted to maintain high quality programs with budget constraints. The strengths and weaknesses of the European model can be put into perspective with the American model by American students. The courses are taught by both academics and professionals working for prestigious institutions.
	Case Study: Louis Vuitton	The Louis Vuitton case study complement the "Luxury industry" module. Students will work on the Vuitton strategy, development and
	Company Visits	Louis Vuitton Cartier EDF Yves Saint Laurent
	Cultural Visits	Sotheby Opéra National de Paris Bastille Le Louvre museum