

 FLORENCE UNIVERSITY OF THE ARTS THE AMERICAN UNIVERSITY OF FLORENCE	SYLLABUS	
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SAS – SCHOOL OF ARTS AND SCIENCES

SCHOOL OF FINE ARTS
DEPARTMENT OF ART EDUCATION
COURSE TITLE: GALLERY AND EXHIBITION CURATING
COURSE CODE: FAAEGE345
3 Credits

1. DESCRIPTION

This course introduces students to all aspects related to the operations and management of an art gallery and its exhibited content. Students will be involved in curating and promoting art shows and art-related events through community and on-campus exhibitions. Course projects and activities will contribute with the journalism activities of Blending, the magazine of AUF's campus press Ingorda.

2. OBJECTIVES

Upon successful completion of this course, students will be able to:

- Create and keep a record of gallery activities, throughout the creation and the updating of a database (inventory, clients and artists contacts, loans, provenance, sponsorships, documentation, exhibition history, insurance, bibliography and press, etc.)
- Recognize the importance of all figures who contribute to the making of an exhibition or an art event (artists, curators, speakers, sponsors, custodians, workers, installers, light designers, press, loaners, graphic designers, etc.)
- Produce written material for the activities of the gallery (press releases, communications, exhibition guidelines, website, different types of request forms)
- Produce and organize material for press coverage (text, images, graphics, captions, permissions, etc...) and to publish these news on web and on publications
- Gain experience and knowledge in the activities and tasks of front of the house and back of the house jobs
- Develop the ability to make operative decisions independently
- Gain knowledge of productive processes of art and art exhibition
- Gain experience in budgeting and scheduling
- Acquire knowledge in art and art history of recent years, as well as of relevant artists and art professionals
- Strengthen their ability to develop the ideas and aspirations of artists and curators into an exhibition

3. REQUIREMENTS

There are no requirements for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

Course projects and activities will contribute with the journalism activities of Blending, the magazine of AUF's campus press Ingorda.

The periodical is an officially licensed product of journalism registered with the Italian tribunal system. Its mission is to provide unique perspectives of Florence and Italy beyond standard tourism through articles focusing on the arts, gastronomy, travel, and community. Readership is international, including readers associated with the university network in both Florence and throughout the world.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

BRINDLE M., DEVEREAUX C., *The Arts Management Handbook: New Directions for Students and Practitioners*, M.E. Sharpe - Publisher, 2011.

Exhibit-E, LLC (edited by) *The Art World and the World Wide Web. Essays, Interviews, Cases Studies*, Finlay Printing, Bloomfield, 2012.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

AA.VV., *Art in Theory, 1900-2000: An Anthology of Changing Ideas*, Blackwell, 2002

AMBROSE T., CRISPIN P., *Museum Basics*, Routledge, New York, 2006

BONAMI F., *Italics: Italian Art between tradition and Revolution, 1968-2008*, exhibition catalogue, Chicago, Venice, 2008

OBRIST H. U., *Interviews*, vol. I and II, Charta/Fondazione Pitti Immagine Discovery, 2003

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

10% Participation

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

20% Assignments

20% Final Project

20% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. For exam time and date consult the course website. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 short answer questions regarding issues, topics, and vocabulary of the course, mainly based on readings for a total of 50 points.
- Part II: Essay question in which a student will be asked to handle a hypothetical situation which may happen in a gallery. Prompt may address topics such as: case study analysis, budgeting, or curating for a total 50 points.

The final **Project** accounts for 20% of the course grade.

- Students will develop their own group project, which will be publicly shown in the school premises. Considering the number of students enrolled in the course, the project may be a book presentation, an artist talk, an auction, an exhibition, etc.. Students will design the event in all its aspects (research and curatorial, installation and lighting, budgeting, communication, promotion, receptions, outcomes and feedback, etc.), and they will take care of each aspect according to their natural inclinations and availability.
- Format: guidelines and due date will be provided on course website.

The **Final** exam accounts for 20% of the final course grade. For exam time and date consult the course website. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 short answer questions regarding issues, topics, and vocabulary of the course, mainly based on readings for a total of 50 points.
- Part II: Essay question in which a student will be asked to handle a hypothetical situation which may happen in a gallery. Prompt may address topics such as: case study analysis, budgeting, or curating for a total 50 points.

The Final Exam is cumulative

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Presentation of the course; introduction to the class syllabus. Information on assignments, project, and exams. Draft of of gallery shifts and tasks. Bibliography, Scheduled session events, Use of social networks and websites. The phases of mounting and dismantling an exhibition.
Visit	Visits to FUA exhibition spaces
Objectives	Students will be informed on the level, requirements, and main contents and practices of the course. Professor will evaluate the contribution that each student may bring to the course. Learn the foundations of communication for the gallery. Manage basic tasks in settling and dismantling of an exhibition, according to specific spaces.
Readings/ Assignments	To be read before class: BRINDLE M., DEVEREAUX C., The Arts Management Handbook: New Directions for Students and Practitioners, M.E. Sharpe - Publisher, 2011, Chapter 6 “Gallery Management” See the chapter “Conservation as a Core Business” on BONAMI F., Italics: Italian Art between tradition and Revolution, 1968-2008, exhibition catalogue, Chicago, Venice, 2008

Lesson 2

Meet	In class
Lecture	Gallery database requirements; Profit and non-profit art spaces; Designing a fundraising event
Objectives	Through case studies examined in class students will be able to create their own gallery database, including all information needed by an institution such as FUA. Students will be working cooperatively with the database, which will be constantly updated, and in use. Students will gain a better understanding of the typology and nature of commercial and not commercial gallery, and museums, and will design a fundraising event.
Readings/ Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011, Chapter 2, Facilities Management: Art Facilities. Schedules, Agreement, Ownerships, p. 1 - 12; Chapter 6 "Gallery Management" Exhibit-E, LLC (edited by) <i>The Art World and the World Wide Web. Essays, Interviews, Cases Studies</i> , Finlay Printing, Bloomfield, 2012 AMBROSE T., CRISPIN P., <i>Museum Basics</i> , Routledge, New York, 2006, p. 4 - 16 Viewing assignments: http://www.artbase.com/

Lesson 3	
Meet	In class
Lecture	Feedback from previous lesson's activities; Press coverage, recall, and follow up of an art exhibition; Opening reception; Writing a review; Site-Specificity and art installation
Objectives	While continuing the regular activity on the gallery database, students will be directly involved in the processes of advertising for an exhibition. They will produce the materials for the press, and work in direct contact with the FUA graphics office and with the school magazine <i>Blending</i> .
Readings/ Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011, Chapter 2, <i>Calendar Priorities and Policies</i> , p. 1 - 12.

Lesson 4	
Meet	In class
Lecture	Feedback from previous lesson's activities; Follow up of an art exhibition and update social networks and website; Educational services in gallery and museums; How to contact possible partners; Typologies of writing: interviews
Objectives	While continuing the regular activity on the gallery database, the students will be directly involved in the processes of continuous advertising for an ongoing exhibition. They will design an interactive guided tour in the school gallery exhibition.
Readings/ Assignments	OBRIST H. U., <i>Interviews</i> , vol. I Charta/Fondazione Pitti Immagine Discovery, 2003, Introduction; AMBROSE T., CRISPIN P., <i>Museum Basics</i> , Routledge, New York, 2006, Section 2, The museum and its users, p. 18 - 68

Lesson 5	
Meet	In class
Lecture	Feedback on previous lesson's activities. Class discussion on readings; Follow up of an art exhibition and update social networks and website; How to make a budget
Objectives	While continuing the regular activity on the gallery database, the students will be directly involved in the processes of continuous advertising for an ongoing exhibition. They will design an interactive guided tour in the school gallery exhibition.

Readings/ Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011, Chapter 3, "Theater Production: Management. Case scenario", up to "Create you own budget" included
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Lesson 6	
Meet	In class
Lecture	Feedback of previous lesson's activities; Follow up of an art exhibition and update social networks and website; Blending; Studio visits: how a gallery recruits artists; Curating: start research for the session project (themes, time period); Each student writes an interview to an artist to put on the gallery website
Objectives	Students will develop their skills and strengthen their knowledge by beginning work on curation and developing a structured action plan
Readings/ Assignments	THEA C., On Curating: Interviews with Ten International Curators, D.A.P., 2009, p. 4 - 17, plus one interview at your choice review all readings and course content in preparation for the midterm exam

Lesson 7	
Meet	In class and shifts (Regular shifts and tasks)
Lecture	MIDTERM EXAM

Lesson 8	
Break	

Lesson 9	
Meet	In class
Lecture	Post exam review; Dismantling, archiving, shipping works of art; Daily maintenance of a gallery; Curating: continue research for the session project (artists, themes, time period); Hosting guests and professionals speakers
Objectives	While continuing the regular activity on the gallery database, the students will be directly involved in the processes of dismantling, taking inventory, and shipping works of art. Students will design and host an event with guest speakers, where they will be the chairpersons.
Readings/ Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011, Chapter 4, "Doing It All: The New Art's Manager Guide. Case scenario", up to "Create you own budget", included; Chapter 6 "Gallery Management" AMBROSE T., CRISPIN P., <i>Museum Basics</i> , Routledge, New York, 2006, Section 3, The development and care of the museum's collections p. 180 - 192; The insurance, p. 197 - 198

Lesson 10	
Meet	In class
Lecture	Feedback from previous lesson's activities. Class discussion on readings; Curating: continue research for the session project (artists, themes, time period); Work on upcoming exhibitions (budget, communication, graphics, public relations); Hosting guests and professionals speakers
Objectives	While continuing the regular activity on the gallery database, and communication for the

	upcoming exhibitions, the students will be directly involved in the processes of continued advertising for an ongoing exhibition. Students will design and host an event with guest speakers, where they will be the chairpersons. Students will continue research on the theoretical and curatorial side of their final project.
Readings/Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011, "What is a Creative Industry?"

Lesson 11	
Meet	In class
Lecture	Feedback on previous lesson's activities; Class discussion and assignment tasks; Working on upcoming exhibitions (budget, communication, graphics, public relations, reception); Curating: continue research for the session project (artists, themes, time period)
Objectives	While continuing the regular activity on the gallery database, the students will continue to work on the organization of upcoming exhibitions and on their own final project.
Readings/Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011 (See course website for assigned pages based on session project)

Lesson 12	
Meet	In class
Lecture	Feedback on previous lesson's activities. Class discussion and assignment of tasks; Working on upcoming exhibitions (budget, communication, graphics, public relations, reception...); Curating: continue research for the session project (artists, themes, time period)
Objectives	While continuing the regular activity on the gallery database, the students will continue to work on the organization of upcoming exhibitions and on their own final project.
Readings/Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011 (See course website for assigned pages based on session project)

Lesson 13	
Meet	In class
Lecture	Feedback on previous lesson's activities. Class discussion and assignment of tasks; Selection of works, collecting and organizing materials for the graphic office for exhibition of the school of Fine Arts (GANZO); Public presentation of the class Final Project (exhibition, talk, concert, etc.)
Objectives	Students will continue to work on the organization of upcoming exhibitions and finalize their final project, to be presented publicly.
Readings/Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011 (See course website for assigned pages based on session project)

Lesson 14	
Meet	In class
Lecture	Feedback on previous lesson's activities; Class discussion and assignment tasks; Finalizing the exhibition of the school of Fine Arts (GANZO);
Objectives	Students will be directly responsible for all the processes of the exhibition of the School of

	Fine Arts.
Readings/ Assignments	BRINDLE M., DEVEREAUX C., <i>The Arts Management Handbook: New Directions for Students and Practitioners</i> , M.E. Sharpe - Publisher, 2011 (See course website for assigned pages based on session project)

Lesson 15	
Meet	In class and shifts
Lecture	FINAL EXAM