



MARCH 2016 WORKSHOPS

One for collectors. One for photographers.

FOR COLLECTORS

FOR PHOTOGRAPHERS

COLLECTING PHOTO BOOTCAMP

**THURS, MARCH 10
9am-6pm**

A nonstop, fact-filled "bootcamp" offering a bird's-eye view into the photo marketplace. The day begins with a 3-hour slide presentation covering all aspects of collecting. The afternoon includes behind-the-scene visits to 57th Street galleries where we'll meet the dealers and look at prints firsthand and up-close. **The day begins with breakfast and ends with a wine reception.**

Topics:

- Thoughts before you buy
- Questions to ask
- Where to shop
- Pricing considerations
- Galleries vs. auctions vs. art fairs

TIPS TO BREAK INTO THE PHOTO MARKET

**SAT, MARCH 12 + SUN, MARCH 13
10am-5pm**

A weekend workshop for photographers with a growing body of work. We'll discuss ways to penetrate the photo marketplace and get your work seen. Because good communication tools are essential, students will analyze each other's business cards and critique your 5-minute "elevator speech". Visits to galleries with frank discussions on how they operate round out the experience.

Topics:

- Where do collectors shop
- Questions collectors ask
- Issues when dealing with galleries
- Pricing issues
- Editioning and labels

- How to buy at auction
- Stamps, signatures, editions
- Condition reports
- Administrative chores

- How to approach a gallery
- Nonprofit benefit auctions as a portal
- How to present at a portfolio review
- Improving your communication tools

FOR COLLECTORS

FOR PHOTOGRAPHERS

Registration*

Course Fee: \$395
 alice@artsandbusinesspartners.com
 (212) 427-6700

*Pre-registration required

Location

HERITAGE AUCTIONS
 445 Park Avenue (56-57th Streets)

Registration

Course Fee: \$300
[To register/ learn more](#)

Location

BAXTER ST/ Camera Club of NY
 126 Baxter Street

ALICE SACHS ZIMET is a collector, advisor, and educator who began to collect photography in 1985. Zimet is Chair, Photography Collections Committee, Harvard Art Museums; board member, Magnum Foundation; and on the Acquisitions Committee, International Center of Photography. Click here for a recent profile published in [Private Air](#). Zimet is President, Arts + Business Partners, a sponsorship consulting group. A pioneer in the field, Zimet was Director, Worldwide Cultural Affairs, The Chase Manhattan Bank, where she worked across 14 countries and generated over \$2 billion using the arts as a strategic marketing tool.



[Click here for more classes.](#)

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