



# THE PHOTOGRAPHY MARKETPLACE

Classes + Advising  
Collectors + Photographers



Arts + Business Partners, LLC  
T | (212) 427-6700 F | (212) 427-9797  
info@artsandbusinesspartners.com  
[artsandbusinesspartners.com](http://artsandbusinesspartners.com)

# SERVICES

The photography market has exploded with more galleries, blockbuster exhibits, photo-only art fairs and soaring auction prices. **Yet there is little ‘collector education’ about how to collect photography.**

## ‘BOOTCAMP’ CLASSES

We offer jam-packed ‘bootcamps’ on collecting photography as well as for photographers who want to get their work into the marketplace.

Workshops have reached over 400 museum trustees (and their children), members of museum acquisition and exhibition committees, gallery owners, private art advisors, art appraisers, collectors at various levels as well as photographers.

**Collector Bootcamp:** A bird’s eye view of the photography marketplace including buying tips, where to shop, questions to ask, issues to avoid as well as the proper due diligence needed. You’ll walk away with a greater understanding of the marketplace and with the tools and smarts to become a more thoughtful collector. Perfect for the seasoned to beginner collector.

**Photographer Bootcamp:** An inside peak into the collector’s mind - how they think, where they buy and how they build collections with abundant tips on how to get your work seen in the marketplace. Because how you communicate about your work is critical, emphasis is placed on written and verbal skills such as your business card, ‘elevator speech’ and other marketing tools in order to better communicate with collectors, galleries and the general public. Perfect for those with a growing portfolio looking to to their work seen.

## 1-2-1 ADVISING (in person or virtually)

**For Collectors:** Advice on acquisitions, help with sales at galleries, art fairs and at auction, behind-the-scenes visits to meet the dealers and look at images up close. We also lead group visits to galleries, auction previews, art fairs, artist studios and private collections.

**For Photographers:** Advice on your marketing and communication tools (both written and verbal). We’ll critique your business card, website, bio, artist statement as well as create a case for support for a specific project. We’ll even help fine tune your ‘elevator speech’! Remember that communicating *about your work* is just as important as making it !



Phillips Auction Preview



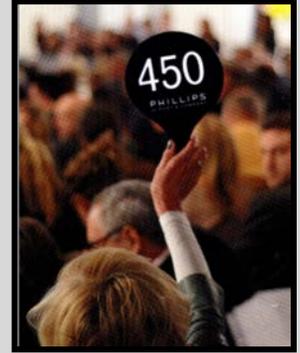
Gitterman Gallery Visit



ICP Photographer Workshop

# COLLECTOR BOOTCAMP

- Choosing your philosophy: What / why do you want to collect?
- Issues to consider before spending a penny
- Where to buy
- Pricing Issues
- For Profit and Non-Profit resources
- Gallery vs. Auction House – what’s better?
- Understanding the due diligence needed
- Questions to ask
- Dealing with galleries
- Buying at auction – vintage vs. later prints, editions, provenance
- How to decipher stamps and other markings
- The administrative chores: appraisals, insurance, cataloging, framing, installing



## Who Should Attend

- Nascent to seasoned collectors
- Those thinking about collecting photography
- Museum and other non-profit professionals
- Volunteers, museum trustees, those involved with photography museums or institutions with photography collections

## Format (flexible)

- Full Day “Boot Camp” : classroom presentation, guest speakers, site visits.
- Multi Session: classroom presentation, “looking assignments”, guest speakers, behind-the-scene visits to auction previews, private collections, galleries and art fairs.

## Handouts

Abundant tips, tools and handouts including reference list, glossary, class slide presentation, ‘where to go for everything’ list and much more !

## Site Visits (flexible)

Time permitting, visits to galleries, auction previews, art fairs, non-profit spaces, artist studios, private collections, and “looking assignments”, round out the experience.

# PHOTOGRAPHER BOOTCAMP

- Understanding the fine art photography marketplace
- Issues collectors think about
- Questions collectors ask
- Editioning your work
- Pricing considerations
- Finding the right gallery
- Leveraging non-profit benefit auctions
- How to present at a portfolio review
- How to write an artist statement
- Tips to create a memorable business card
- Tips to create strong verbal and written communication tools: website, artist statement, “elevator speech”
- Tips to get work into the marketplace



## Who Should Attend

- Photographers with a growing body of work looking to get their work into the market
- Those interested in learning about how collectors think and build collections
- Those looking to have photography take on a far greater part of their lives

## Format (flexible)

- Full Day “Boot Camp”: classroom presentation, guest speakers, class critique of your communication tools (business card, 'elevator speech').
- Multi Session: classroom presentation, “looking assignments”, guest speakers, behind-the-scene visits to auction previews, private collections, galleries and art fairs, class critique of your communication tools (business card, 'elevator speech').

## Handouts

Abundant tips, tools and handouts for photographers to better understand the marketplace and to improve their communication skills. Takeaways include reference list, glossary, class slide presentation, 'where to go for everything' list, and much more!

## Site Visits / Assignments (flexible)

Assignments include your 5 minute ‘elevator speech’ while presenting your work, class critique of your business card, and defending why certain galleries are right for you. Time permitting, visits to galleries, auction previews, art fairs, non-profit spaces and private collections will be included.

# ABOUT FOUNDER

**Alice Sachs Zimet is a collector, educator and advisor** who began to collect photography in 1985. Her collection includes 20th Century masters up through the present. Her collection has increased in value at least 10 times over.

Alice is Chair, **Photography Collections Committee, Harvard Art Museums**; board member, **Magnum Foundation**; member, **International Center of Photography's (ICP) Acquisitions Committee**; and Committee Member, **Friends Without a Border**, an annual photo auction to benefit two children's hospitals in Southeast Asia.

She teaches regularly at **ICP, Camera Club of New York, the School of Visual Arts** and at other schools, auction houses, museums and photography festivals across the United States. Alice provides the same standards / tips for students that she uses for herself. Trustworthy relationships exist because she does not represent any artists, galleries or other involved parties. Alice has a reputation for being a neutral collector who has bought from all sources and who is dedicated to empowering others to collect with passion and confidence.

Alice began her career at the Metropolitan Museum of Art and later became Director, Worldwide Cultural Affairs, The Chase Manhattan Bank for over two decades.

Alice is President, **Arts + Business Partners**, a consulting boutique that specializes in 1) corporate sponsorship and 2) fine art photography. ([www.artsandbusinesspartners.com](http://www.artsandbusinesspartners.com))

## Affiliated Organizations and Institutions

**Adjunct Professor:** New York University, Graduate Program, Arts Administration

**Faculty / Guest Lecturer:** Baxter Street at Camera Club of New York, International Center of Photography, School of Visual Arts

**Member:** American Alliance of Museums, ArtTable, Women in Development



© Gilles Descamps

## Professional Experience

### **President, Arts + Business Partners LLC (1999-present)**

As a pioneer in the field of corporate sponsorship in the United States, Alice founded Arts + Business Partners in 1999 to consult on issues of corporate sponsorship, and works with both non-profit and business clients. Alice is an accomplished lecturer, speaking at conferences around the world. She teaches regularly for Americans for the Arts, New York University and the U.S. Department of State. She has built a power-packed database of personal relationships with corporate sponsors and cultural institutions, both nascent and well-established. ([www.artsandbusinesspartners.com](http://www.artsandbusinesspartners.com))

### **The Chase Manhattan Bank**

#### **Director, Worldwide Cultural Affairs (1985-1999)**

#### **Program Officer, Philanthropy Group (1979-1984)**

Alice created the first cultural sponsorship program in a commercial bank which became a model in the field. She used culture to brand Chase globally and generated over \$2 billion using the arts as a strategic marketing tool. She began managing the bank's Philanthropy in the tri-state region.

**Other:** Metropolitan Museum of Art (Summer Intern; Manager, Summer Intern Program), American Federation of Arts

## Awards and Recognition

**Featured Collector Profiles:** Private Air magazine (2015), Artsy (2015), Print Atelier (2015), Art+Auction magazine (2014)

Featured in *Crain's New York Business*, *The Wall Street Journal*, and other domestic and international publications

American PHOTO Magazine (1998): "One of the 100 most important people in photography"

American Association of Museums: "Medal for Distinguished Philanthropy"

Dewars Scotch: 'New York "Do-er's" Award': "One of 50 who provide leadership to the community"

## Education

M.A. Art History, New York University's Institute of Fine Arts

B.A. Art History, Syracuse University

Sorbonne University, Paris (fluent in French)

## LECTURES, SEMINARS, PORTFOLIO REVIEWS

AXA Art (NYC)  
American Society of Media Photographers (NYC)  
BAXTER ST at Camera Club of New York (NYC)  
Center for Creative Photography (Tucson, AZ)  
Center for Photography at Woodstock (NY)  
Christie's (NYC)  
FotoFest (Houston, TX)  
Harvard Art Museums (Fellows Program NYC)  
Heritage Auctions (NYC)  
International Center of Photography (NYC)  
Jewish Museum (NYC)  
Palm Springs Photo Festival (Palm Springs, CA)  
Phillips (NYC)  
PhotoPlus (NYC)  
Photographic Resource Center (Boston, MA)  
Professional Women Photographers (NYC)  
School of Visual Arts (NYC)  
Shoreline Arts Alliance (Guildford, CT)

**Harvard Art Museums**  
Fogg Museum  
Busch-Reisinger Museum  
Arthur M. Sackler Museum

  
**International Center of Photography**

  
Professional Women Photographers

  
**FOTOFEST**

**BAXTER ST**  
CAMERA CLUB OF NEW YORK

**CENTER FOR CREATIVE PHOTOGRAPHY**

  
**AXA ART**

**T · H · E  
JEWISH  
MUSEUM**

  
School of VISUAL ARTS®

  
**THE CENTER FOR PHOTOGRAPHY AT WOODSTOCK**

**PALM SPRINGS PHOTO FESTIVAL**

**shoreline arts alliance**

**HERITAGE AUCTIONS** HA.com

  
**B&H**  
PHOTO - VIDEO - PRO AUDIO

**prc**

  
**asmp**

  
**CHRISTIE'S**

## WHAT PROFESSIONALS SAY



THE NEW YORKER

"Knowledgeable, connected, opinionated, and fun - what more could you ask for?"

--Vince Aletti, **Photography Critic**

**Sotheby's**

"Alice guides folks through the photo market using her connections, gaining backroom access to auction houses and galleries. Her vast knowledge is impressive, which she generously shares."

--Emily Bierman, **Head of Photographs**



**International  
Center of  
Photography**

"Alice is smart, passionate and really knows the market. A deadly combination! This is an important class for any enthusiastic collector."

--Mark Lubell, **Executive Director**

**HOWARD GREENBERG GALLERY**

"I met Alice 30 years ago when she was a nascent collector. She now empowers others to buy with confidence and passion. Indeed, she's become a force in the field."

--Howard Greenberg, **Director**

**Harvard**  
Fogg Museum  
Busch-Reisinger Museum  
Arthur M. Sackler Museum  
**Art Museums**

"The only thing that exceeds Alice's enthusiasm is her passion to share knowledge with others. Her informative, entertaining 'bootcamp' is as valuable for seasoned collectors as it is for first timers."

--Deborah Martin Kao, **Chief Curator**

**MAGNUM**  
FOUNDATION

"Alice's energy and enthusiasm are infectious. Her marketing knowledge helps any photographer get work out into the marketplace."

--Susan Meiselas, **Magnum Photographer  
President, Magnum Foundation**

**PHILLIPS**

"Alice's students are smart, curious and enthusiastic. She has the rare ability to advise and guide both collectors and photographers!"

--Rachel Peart  
**Photographs Specialist**

# WHAT STUDENTS SAY

## COLLECTORS

"After Alice's workshop, I'm more comfortable with auctions and galleries."

"Alice's enthusiasm is contagious – I've caught the collecting bug, and now feel so much more empowered."

"Alice has warmth, enthusiasm, encyclopedic knowledge, and evident love for her topic. Her presentation was clear, organized, thoughtfully structured and carefully prepared."

"It is so much fun to learn from a passionate, enthusiastic and knowledgeable instructor."

"Site visits were great ... but the assignment to visit a gallery and report back was dynamite !"

"Alice's grasp is a mile wide and a mile deep"

"A must for anyone interested in collecting photography. Assignments are fun and extremely relevant. And the rare access to curators and gallery owners, provided "insider" advice. An *exceptional* learning experience."

## PHOTOGRAPHERS

"So glad you are performing this kind of consultation. I've now re-tooled with great insight and have the confidence to introduce myself to the photo community."

"An informative, interactive and fabulous class – highly recommended to anyone who loves photography, is interested in becoming a collector or just curious about photography's role in the art world."

"The class provided new ways to think about marketing my work.... ."

"What pragmatic and practical information... I changed my communication tools the next day !"

"Thank you. Thank you !!!! I completely revised my artist statement, website and resume ... and all are now far stronger !"

I came from Asia, and ... am filled with inspiration and motivation. Every detail you shared is the key to help me grow."

"You cannot put a price on your class: high quality, tangible information !"