



## WORKSHOP MENU

Instructor: Alice Sachs Zimet  
(as of May 2024)

Arts + Business Partners (ABP) offers **virtual and in-person workshops** about the **fine art photography market** for collectors at all levels and for photographers looking to better access the commercial marketplace. Below is a 'menu' of workshop options – each its own 'masterclass' – from a collecting 'bootcamp,' to how to find the 'right' gallery to a "Peek Inside the Collector's Mind."

Workshops are taught by **Alice Sachs Zimet**, an educator, collector and advisor active in the field for nearly 40 years. Zimet's personal collection includes over 350 photographs by 142 different photographers from 20<sup>th</sup> Century masters to the present. Her expertise, energy and passion have engaged over 1,000 students from around the world. Workshop hosts include:

19/19 Investment Council LLC  
AXA Art Americas  
American Society of Photographers \*  
American Society of Media Photographers  
American Photography Archives Group (APAG) \*  
Aperture Foundation  
BAXTER ST at Camera Club of New York  
B&H  
Center for Creative Photography  
Center for Photography at Woodstock  
Christie's Education \*  
Colorado Photographic Arts Center \*  
FotoFest  
Griffin Museum of Photography  
Harvard Art Museums  
Harvard Business School Club of New York  
Harvard Club of Phoenix

Heritage Auctions  
Houston Center for Photography  
International Center of Photography \*  
The Jewish Museum  
Los Angeles Center of Photography  
Maine Media Workshops + College \*  
Palm Springs Photo Festival  
Phillips  
PhotoPlus  
Photographic Resource Center  
Professional Women Photographers  
Rye Arts Center  
School of Visual Arts  
Shoreline Arts Alliance  
Swann Auction Galleries \*  
United Jewish Appeal  
UBS

\* Regularly offered

**Workshop Menu offerings can be tailored** to each host institution in terms of format, session length, time of day and title. Workshops are offered virtually or in-person and can include behind-the-scenes private visits to galleries, auction previews and art fairs. Many sessions are 'crossover', attracting both photographers and collectors.

## MINI WORKSHOPS (2 hours)

### **Title Options      Inside the Collector's Mind or Collecting Bootcamp: An Inside Perspective**

Join us as we go inside the collector's mind! Serving as the Chair of the Collections Committee at both the Harvard Art Museums and the International Center of Photography, Alice Sachs Zimet began collecting photography in 1985 and has amassed a collection of over 350 museum-quality images. How did that journey begin, what was the impetus to buy her first piece, and what goes into the collector's decision-making process? Collectors will gain insight into the world of fine art photography and photographers will better understand the collector perspective, receiving useful tips to advance their own personal practice.



### **Title Options      Tips to Access the Commercial Market**

This seminar offers photographers an inside perspective from a pioneer collector on how to access the fine art marketplace. Learn the questions collectors ask and how this might impact your practice. We'll discuss how to find the 'right' gallery, proper etiquette when approaching them (including what *not* to do), and the marketing materials needed in order to get your name out into the marketplace.



## MULTI SESSION WORKSHOPS FOR PHOTOGRAPHERS + COLLECTORS

**Title Options**      **A Peek Behind the Curtain: What Collectors Look For or  
A Peek Behind the Curtain: How to Enter the Commercial Photo Market**

**Timing**              **5 sessions | 2 hours each | weekly (10 hours)**

Overwhelmed by the photography market? Whether a beginner or more experienced collector or a photographer interested in learning about the commercial marketplace, join this 5-part virtual series. Get a rare insider peek on the basics of collecting photography taught by a pioneer collector (who also chairs two museum collections committees) and learn how this might impact your photography practice. Each week, we focus on a different subject: the building of a private collection, the questions collectors ask, where collectors shop / the marketplace as well as a session to teach photographers best practices to get work out into the market. The final class includes visits with two prominent photography dealers who share their views on the market today. No matter a photographer or collector, you'll leave the class more knowledgeable and more confident about the photography marketplace.



Session 1: Building a Collection. Session 2: Thoughts to Consider Before Spending a Penny. Session 3: Galleries, Art Fairs, Auctions, and Online Platforms. Session 4: How to Navigate the Commercial Market. Session 5: Virtual gallery visits with two prominent dealers. Abundant handouts provided.

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**Title Options**      **How to Buy at Auction: Bidding, Tips and a Visit with the Specialist**

**Timing**              **3 sessions | 90 minutes each | one week apart, prior to a specific sale (4.5 hours)**

Geared towards collectors at any level, this course provides the confidence to know when to raise your paddle and the due diligence needed before you bid. The series takes a deep dive into the auction world, with tips offered by an instructor where over 30% of her collection was purchased at auction. Topics include how to bid, auction language, how to read a catalogue, condition issues, post-auction sales opportunities and benefit auctions. The last session invites the Photography Specialist to lead a conversation about the auction market today, highlighting lots from an upcoming sale. Offering a unique opportunity, students can review the auction offerings in advance of the sale and then ask questions about specific lots. The series often begins four weeks before a sale, allowing one week for students to attend the preview in person or communicate with the Specialist about specific lots prior to the auction. Working with both Christie's and Swann Auction Galleries, we have seen tangible results where students felt more confident to bid, with many successfully winning specific lots. ***The workshop can be extended to include additional sessions as well as an on-site auction preview.***



## MULTI SESSION WORKSHOPS (con'td)

**Title Options**      **A Peek Behind the Photograph: Conversations with the Dealers**

**Timing**              **5 sessions | 90 minutes each | weekly (7.5 hours)**

Geared toward inquisitive photographers and curious collectors, this class goes behind-the-scenes to offer personal conversations with prominent photography dealers across the US representing a variety of work, from the 'classics' to contemporary image makers. During the first class, students learn key questions collectors might ask a dealer along with the due diligence needed to buy a photograph -- from signature indications, limited vs. open editions, to negative vs print date. In each of the following four classes, dealers discuss the gallery's "brand," how they discover new talent, the process for setting prices, and the challenges of running a gallery today.



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**Title Options**      **Conversations Across the Photography Marketplace**

**Timing**              **5 sessions | 90 minutes each | weekly (7.5 hours)**

Geared towards the beginner to more seasoned collector or photographers at any level, 'Conversations in Photography' provides a behind-the-scenes look at the different aspects that make up the fine art photography marketplace. Intimate conversations with leaders across the field have provided an inside peek into the world of a photography dealer, photography writer/critic, museum curator, museum director, collector, nonprofit executive, auction specialist, and photo book collector/publisher. Other professionals who might participate include an appraiser, insurance agent, or a photographer working with a gallery and what that gallery offers an artist.



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**Title Options**      **So You Want to Collect Photography: Insider Tips and other Do's and Don'ts**

**Timing**              **5 sessions | 90 minutes each | one week apart (7.5 hours)**

Overwhelmed by the photography market? Whether a beginner or more zealous collector or a photographer interested in the questions a collector might ask, this 5-part series provides the basics on collecting photography, with abundant insider tips from a pioneer collector. Each week, we focus on a different subject — the questions to ask before you spend a penny, where to shop, how to buy at auction to virtual visits with prominent dealers. Topics include budget considerations, record keeping, signature indications, negative vs. print date, condition, editioning and much more! No matter a collector or photographer, you'll become more confident and knowledgeable about the commercial marketplace.



Session 1: Building a Collection: An inside peek into the instructor's 350+ piece collection. Session 2: Thoughts to Consider / Questions to Ask Before Spending a Penny. Session 3: The Marketplace: Galleries, Art Fairs, Auctions, and Online Market. Session 4: How to Buy at Auction. Session 5: Virtual gallery visits with two prominent dealers

## COLLECTING WORKSHOPS (con'td)

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**Title Options**                    **Making Work ... Now What? or**  
**How to Access the Commercial Market and Talk about Your Work**

**Timing**                            **2 sessions | 6 hours each | one week apart (12 hours) or**  
**8 sessions | 2 hours each | weekly or bi-weekly (16 hours)**

This class is designed for photographers with a body of work ready to be shown and covers how to effectively communicate to make it more marketable. We first go “inside the collector’s mind” to better understand where collectors shop, the questions they ask (regarding pricing, editions, condition) and how those considerations impact working photographers today. We’ll then offer advice on how to find a gallery, what not to do, and how to promote yourself. We’ll talk about the importance of online platforms, benefit auctions, and offer abundant tips on how to best present at a portfolio review. Finally, because *how* you talk about your work is almost as important as making it, we’ll teach you how to more effectively write and speak about your photographs. We’ll drill down to each photographer’s own branding materials analyzing both their written and verbal skills, to help get images seen as well as improve story-telling techniques. Students are expected to present their business cards, websites, and a 10-minute ‘mock portfolio review’ while showing work for peer critique.



Session 1: Inside the Collector's Mind. Session 2: Questions Collectors Ask Before Buying. Session 3: Finding the 'Right' Gallery and the Questions You Should Ask Them. Session 4: Strategic Ways to Access the Market. Session 5: You Are Your Own Billboard: How to Market, Brand and Talk About Yourself. Sessions 6-8: Peer critique: Business Card and 'Elevator Speech' Presentations.

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## TESTIMONIALS

***“Your ICP class had an enormous influence on how I talk about my practice. You’ve given me so much confidence to put my work out into the world. In fact, my photographs were selected for the Helsinki Photo Festival out of 500 entries from around the world! You are the best!”*** – Cindy B., photographer, ICP Student

***“Great insights into the complexity of collecting! Your pacing and knowledge are A+ – one feels in very competent hands!”*** – Dara V., photographer, Maine Media student

***“I cannot recommend Making Work, Now What? more highly. Alice offered insight and answered questions that are on all photographers’ minds -- how to work with galleries (and which ones), how to price work, editions, and how to effectively present ourselves... Alice seemed to anticipate our needs and offered incredible and abundant handouts.”***  
– Steven B., photographer, American Society of Photographers

***“Alice is smart, passionate and really knows the market. A deadly combination for any enthusiastic and curious collector.”*** – Mark Lubell, former Executive Director, ICP

***“Alice is an absolute force of nature – hugely energetic, entertaining and smart as a whip.”***  
– Lisa H., collector, Swann Auction Galleries

***“Knowledgeable, connected, opinionated and fun – what more could you ask for?”***

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– Vince Aletti, Photography Critic and Writer

**“I will never make an acquisition without first seeking Alice’s opinion and overall blessing.”** – Wayne S., collector, ICP

**“The wealthy of information gave me confidence to collect after years of ‘looking’. Alice’s enthusiasm is infectious and her own collecting history inspiring.”** – Susan S., collector, CPAC

**“You’ve given us an amazing lay of the land. I now feel equipped to go out to galleries and fairs and to talk with the dealers, do my research, and make an informed purchase. But more than that, you’ve helped demystify this aspect of the photography world and given me the confidence to go be a part of it. I’m truly grateful.”**

– Tom W., collector, Harvard Business Alumni student

**“You’ve demystified the collecting process.”** – David C., collector

**“I walked away with a bouquet of new ways to market my work...”** – Pauline M. R., photographer, ICP Student

## ABOUT THE INSTRUCTOR

**Alice Sachs Zimet** is President, Arts + Business Partners (ABP), a consulting boutique specializing in the fine art photography marketplace. ABP offers a variety of virtual and in-person activities for collectors, photographers and anyone interested in learning more about the fine art photography marketplace. As a collector, advisor, and educator, Alice began to collect fine art photography in 1985 and has amassed a museum-quality collection of over 350 images by 141 different photographers from 20th Century masters to the present.



*Portrait of Alice Sachs Zimet*  
© Grace Roselli

Alice is Chair, Photography Curatorial Committee, Harvard Art Museums; Chair, Collections Committee, International Center of Photography (ICP); board member, Magnum Foundation; Advisory Board Member: Center of Photography at Woodstock (CPW), American Photography Archives Group (APAG) and PHOTOFAIRS New York. She offers workshops at auction houses (Christie’s, Swann Art Galleries), museums (ICP, Griffin Museum of Photography) as well as photo-based centers (Maine Media, Colorado Photographic Art Center, Houston Center of Photography, American Society of Photographers) where she teaches how to collect photography and how photographers can better access the marketplace.

Zimet pioneered the field of corporate sponsorship as Director, Worldwide Cultural Affairs, The Chase Manhattan Bank (20 years). Here, she used the arts as a strategic marketing tool across 14 countries and 20 US cities to generate \$2 Billion in new business for the bank. She is Adjunct Professor, New York University’s Graduate Program, Arts Administration teaching Corporate Sponsorship and the Arts.

Alice holds a Bachelor’s and a Master’s degree in Art History, began her career at the Metropolitan Museum of Art and continues to live, work and collect in New York City.