

**WORKSHOP MENU**  
**Instructor: Alice Sachs Zimet**  
(as of June 2023)

**Arts + Business Partners (ABP)** offers a variety of **virtual and in-person workshops** geared towards collectors, photographers and those interested in learning about the fine art photography marketplace. Below is a ‘menu’ of workshop options – each its own ‘masterclass’ – from an intensive collecting ‘bootcamp,’ to a branding workshop for photographers looking to break into the marketplace, to a “Peek Inside the Collector’s Mind.”

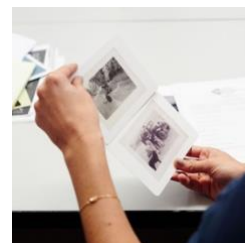
Taught by an educator, collector and advisor active in the field for nearly 40 years, Alice Sachs Zimet has amassed a collection of nearly 350 photographs from 20<sup>th</sup> Century masters to the present. Her expertise, energy and passion has engaged nearly 1,000 students from across Europe, Asia and the United States. (See Zimet’s bio page 5.) Workshops have been offered with Christie’s Education, Swann Auction Galleries, the International Center of Photography, Maine Media Workshops + College, Griffin Museum of Photography, the Los Angeles Center of Photography, Colorado Photography Arts Center, Harvard Business School Alumni programs, among others.

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

**MINI ONE-SESSION WORKSHOPS (2 hours each)**

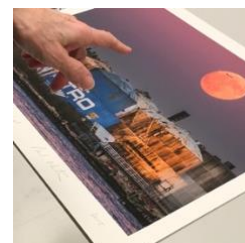
**Inside the Collector’s Mind**

Join us as we go inside the collector’s mind! Serving as the Chair of the Acquisition 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 nearly 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.



**How to Get Your Photographs in a Gallery**

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

### 'How to Buy at Auction: Bidding, Tips, and a Visit with the Specialist'

3 sessions | 90 minutes each | one week apart, leading up to a specific photography sale

*The workshop can be extended to include additional sessions as well as an on-site auction preview.*

Geared towards the beginner to more seasoned collector, this course provides the confidence to know when to raise your paddle and the due diligence needed prior. The series takes a deep dive into the auction world, with tips offered by an instructor who has collected for nearly 40 years. 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 auction house's Head of Photographs to lead a conversation about the auction market today and highlight lots from the upcoming sale. Offering a unique opportunity, students can review the sale online in advance and then ask questions about specific lots. The series often begins four weeks before a sale, allowing time for students to attend the preview in person or communicate with the Specialist about specific lots prior to the auction. We have successfully worked with both Christie's and Swann Auction Galleries where we have seen tangible results where students felt more comfortable and confident to bid, with many successfully winning specific lots.



### A Peek Behind the Photograph: Conversations with the Dealers

5 sessions | 90 minutes each | weekly

Geared toward inquisitive photographers and curious collectors, this class goes behind-the-scenes to have personal conversations with prominent photography dealers across the US representing a variety of work, from the 'classics' to contemporary image makers. During the initial 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 meet the artists they represent and discover new talent, the process for setting prices, and the challenges of running a gallery today.



### Conversations in Photography

5 sessions | 90 minutes each | weekly

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 perhaps the perspective of a photographer working with a gallery.



## **'Collecting Photography 101: Do's and Don'ts'**

### **'Collecting 101: Why is Buying a Photograph Harder than Buying a Van Gogh Painting?'**

**5 sessions | 90 minutes each | one week apart**

Overwhelmed by the photography market? Whether a beginner or more zealous collector or a photographer interested in learning more, 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 — 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 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 300+ 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

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## **A Peek Behind the Curtain: What Collectors Look For**

### **A Peek Behind the Curtain: How to Find a Gallery**

**5 sessions | 2 hours each | weekly**

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 acquisition 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 collector or photographer, you'll leave the class more knowledgeable and more confident about the photography marketplace. Abundant handouts (and tips) provided.



Session 1: Building a Collection

Session 2: Thoughts to Consider Before Spending a Penny

Session 3: The Marketplace: Galleries, Art Fairs, Auctions, and Online Market

Session 4: How to Find a Gallery and Market Yourself

Session 5: Virtual gallery visits with two prominent dealers

## Making Work... Now What? Reality Tips to Getting Out into the Marketplace

2 sessions | 6 hours each | one week apart

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 ‘elevator speech’ while showing work for peer critique.



## Finding a Gallery for Your Work

8 sessions | 2 hours each | weekly

Taught by a pioneer collector, this class is designed for photographers with a body of work ready to be shown. Join this eight-part virtual series to get hands-on strategies and practical tips on how to gain representation, advance your practice and get your work collected. Each week, we focus on a different subject—Questions Collectors Ask, How to Find the Right Gallery, Strategic Ways to Network and How to Promote and Present Yourself. To round out the experience, we end with **peer critique** of a student’s “elevator speech”, business card and other promotional material. Students will become more aware of how the art world works, how to better access it and gain more confidence to dive in. Abundant handouts provided.



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| 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         |

## ABOUT THE INSTRUCTOR

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**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 workshops and webinar options geared towards 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 300 images from 20th Century masters to the present. Alice is Chair, Photography Curatorial Committee, Harvard Art Museums; Chair, Acquisitions Committee, International Center of Photography (ICP); board member, Magnum Foundation; Advisory Board Member: Center of Photography at Woodstock (CPW) and American Photography Archives Group (APAG). She is on Faculty at Christie's Education, the ICP School and Maine Media College + Workshops, where she teaches workshops on how to collect photography and how photographers can better access the marketplace.



*Portrait of Alice Sachs Zimet © Grace Roselli*

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 in Art History, began her career at the Metropolitan Museum of Art and continues to live, work and collect in New York City.