

WORKSHOPS: FINE ART PHOTOGRAPHY MARKETPLACE

Arts + Business Partners (ABP) is a consultancy specializing in the field of fine art photography. We offer:

- **private advising** for collectors and collectors
- **workshops** for collectors and photographers



Portrait of Alice Sachs Zimet
Photo: Grace Roselli

ABP was founded in 1999 by **Alice Sachs Zimet**, a pioneering collector, Chair of the Collections Committee at the International Center of Photography, and Chair of the Photography Curatorial Committee at Harvard Art Museums, among other prominent roles.

Zimet began collecting photography in 1985. Her collection includes roughly 350 museum-quality images by 147 different photographers from 20th Century masters through the present.



We've taught workshops for collectors and photographers for well over 15 years offering roughly 20 different titles. Over 1,000 collectors, photographers, museum trustees (and their children), members of museum acquisition and exhibition committees, gallery owners, private art advisors and art appraisers have cycled through our classes or engaged our services.

Clients include:

Major Arts / Photography Institutions: American Society of Photographers, Aperture, Center for Photography at Woodstock, Colorado Photographic Arts Center, Griffin Museum, Harvard Business School Club (NYC, Phoenix), Houston Center of Photography, International Center of Photography, The Jewish Museum, Maine Media Workshop + College, Santa Fe Workshops, School of Visual Arts

Auction Houses: Christie's, Heritage Auctions, Phillips, Swann Auction Galleries

WORKSHOP FORMAT

- Personalized for each host institution
- Single-day intensive to 5-8 week classes (90 minutes to 2 hours per session)
- Virtual, in-person or hybrid workshops
- Exclusive behind-the-scenes visits to galleries, auction previews and art fairs

WORKSHOPS FOR COLLECTORS

- Deep dive into the fundamentals of how to buy photographs
- Questions to ask before spending a penny
- The marketplace (auctions, galleries, art fairs, online market)
- Administrative tips: appraisals, insurance, inventory management, framing, and installation

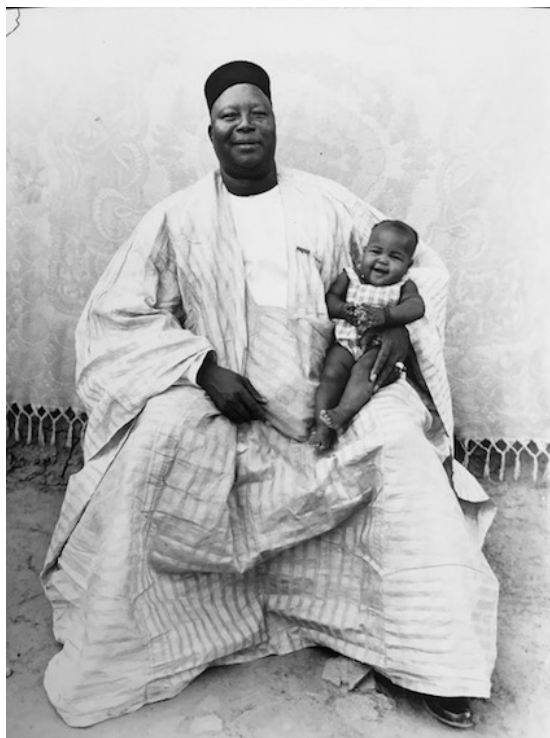
WORKSHOPS FOR PHOTOGRAPHERS

- How to create a unique brand
- How to create effective marketing materials
- How to access and gain visibility in the market
- How to find the 'right' gallery



Bruce Davidson, *Couple, East 100th Street*, 1966
(from the instructor's collection)

TESTIMONIALS



Seydou Keita, *Untitled (Bamako, Father and Child)*, 1949 (from the instructor's collection)

"Alice is smart, passionate and really knows the market. A deadly combination for any enthusiastic and curious collector."

—Executive Director, ICP

"Alice is an absolute force of nature – hugely energetic, entertaining and smart as a whip."

—Student, Swann Auction Galleries

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

—Vince Aletti, Photography Critic and Writer

"Taking class with Alice is like drinking from a fire hose!"

— Student, Colorado Photographic Arts Center

For more information

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SAMPLE WORKSHOP MENU: Quick Overview

Collecting Photography Bootcamp (single 3 hour session)

For collectors at any level or those thinking about collecting

- Insight into the commercial photography marketplace
- Key questions to ask before buying a photograph
- Do's and don'ts of where to shop
- How to bid successfully at auction
- Crafting the character or theme of your collection
- How to analyze potential photographs to purchase

Tips to Access the Photography Market (single 3 hour session)

For photographers at any level

- Insight into the commercial photography marketplace
- Better understanding of collector considerations before a purchase
- Questions collectors ask and how this might impact your practice
- How to improve your written and verbal communication skills when approaching a dealer, curator, or colleague.
- How to gain visibility for your work including online platforms, benefit auctions and portfolio reviews
- Creating memorable marketing materials



Alice at AIPAD

Insider Tips to Collecting Photography (multi session)

For beginner to seasoned collectors or photographers at all levels interested in the commercial marketplace

- Weekly topics include: Building a Collection; Thoughts to Consider Before Spending a Penny; The Market (Galleries, Art Fairs, Auctions, and Online Platforms); How to Navigate the Commercial Market; and Virtual gallery visits with prominent dealers
- Abundant handouts

Conversations Across the Marketplace (multi session)

For beginner to more seasoned collectors or photographers at all levels interested in the commercial marketplace

- Behind-the-scene conversations with leaders across the field providing an insider peek into specific fields
- Guests include dealers, writers, critics, curators, museum director, collectors, auction specialists, photo book collector/publishers, appraisers, insurance agents, or photographers working with a gallery

Making Work... Now What? Tips to Access the Marketplace (multi session)

For photographers with a body of work ready to be shown

- Better understand where collectors shop and the questions they ask
- How to research the 'right' gallery and the proper approach (and what not to do)
- Alternative platforms: online platforms, benefit auctions, and other non-traditional networks
- Best practices when presenting at a portfolio review
- Creating strong verbal storytelling techniques
- Creating memorable written marketing materials (business cards, etc)
- Mini portfolio reviews with peer critique
- Abundant handouts

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 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 147 different photographers from 20th Century masters to the present.

Affiliations

- Chair, Photography Curatorial Committee
 - Chair, Collections Committee
 - Board Member
 - Advisory Board Member
- Harvard Art Museums
International Center of Photography (ICP)
Magnum Foundation
Center for Photography at Woodstock (CPW)
American Photography Archives Group (APAG)

Educator

On the faculty at the ICP School and teaches regularly for Maine Media Workshops + College, Christie's Education, Swann Auction Galleries, and Houston Center of Photography (among others) where she offers workshops on how to collect photography and how photographers can better access the market. In addition, Alice is an Adjunct Professor at New York University's Graduate Program, Arts Administration where she teaches "Corporate Sponsorship in the Arts".

Corporate Sponsorship

Zimet pioneered the field of corporate sponsorship as Director, Worldwide Cultural Affairs, The Chase Manhattan Bank (20 years) where she used the arts as a strategic marketing tool across 14 countries and 20 US cities, generating \$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.

Recognition/ Awards/Press

In 2024, Alice received the APAG Distinguished Service Award for her contributions in the field of fine art photography. Zimet has been featured in *Admical*, *American Photo Magazine*, *Art + Auction*, *Bazaar*, *Business Mexico (Mexico)*, *Crain's New York Business*, *Exibart (Italy)*, *Florida Trend*, *Forbes*, *IEG Sponsorship Report*, *Inside Philanthropy*, *Intelligent Collector*, *Journal of Financial Advertising & Marketing*, *L'Evenementiel (France)*, *New York Magazine*, *New York Observer*, *The New York Times*, *Photo District News*, *Private Air*, *Revue Banque (France)*, *The Photograph Collector*, and *The Wall Street Journal*.

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



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