



arts +
business
PARTNERS, LLC

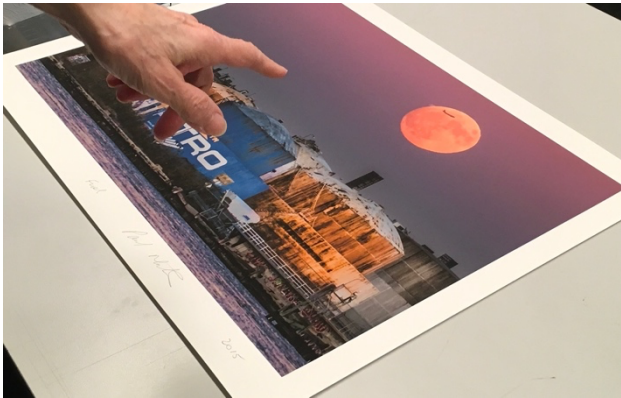
Navigating the Fine Art Photography Market

classes + consulting

photographers + collectors

WHO WE ARE

ARTS + BUSINESS PARTNERS



Workshop: "Making Work ... Now What?"
International Center of Photography

Founded in 1999, Arts + Business Partners (ABP) is a consulting boutique that offers **workshops** (in-person and virtual) and **private advising** for both **collectors and photographers** looking to learn about the fine art photography market.

Collectors -- no matter beginner or more seasoned -- learn the do's and don'ts of the market along with the questions to ask in order to make smart acquisition decisions.

Photographers learn how to brand themselves, create effective marketing materials and tips to access the marketplace.

ABP works with prominent galleries, auction houses and cultural institutions across the United States and abroad. **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 workshops and/or engaged our advising services. We've worked with **45 galleries globally** and **placed roughly 120 photographs** in private collections.

ABP President, Alice Sachs Zimet, lectures regularly at schools, auction houses, museums and photo festivals. Clients include: AXA Art Americas, Center for Photography at Woodstock, Christie's Education, FotoFest, Harvard Art Museums, Heritage Auctions, Houston Center for Photography, International Center of Photography, Maine Media Workshops + College, Professional Women Photographers, Santa Fe Workshops, Sotheby's Institute of Art, Swann Auction Galleries, and the Harvard Business School Alumni programs.



Visit to Howard Greenberg Gallery



Visit to Yancey Richardson
Gallery



Visit to Gitterman Gallery

ALICE SACHS ZIMET

FOUNDER + PRESIDENT

Alice Sachs Zimet is President, Arts + Business Partners, a consultancy founded in 1999 to advise collectors and photographers about the fine art photography marketplace.

Background

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.



Alice Sachs Zimet, NYC Salt @ AIPAD

Alice holds a Bachelor's (Syracuse University) and a Master of Arts (NYU Institute of Fine Arts) degree in Art History, began her career at the Metropolitan Museum of Art and continues to live, work and collect in New York City.

Affiliations

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

Press / Recognition

Zimet has been featured in over 20 magazines and newspapers including *Admical (France)*, *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*.

Most recently, Alice received the APAG Distinguished Service Award for her contributions in the field of fine art photography.

ALICE SACHS ZIMET

PHOTOGRAPHY EXPERTISE



Robert Mapplethorpe, *Bruce*, From the *Z Portfolio*, 1980

Should it say from my collection?



Renee Cox, *Atlas*, 1995

Collector

Zimet is a pioneer collector, educator and advisor. Beginning in 1984, Zimet has amassed a personal collection of roughly 370 museum-quality photographs by 154 different photographers from 20th Century masters to the Present. Through workshops and advising services, she offers real-life collecting expertise spanning 40 years with a unique insider perspective. She has bought from all platforms (art fairs, auctions, galleries, benefit auctions). And has maintained deep, personal and long-term relationships with professionals across all aspects of the field from gallerists, museum directors and curators, photographers to auction specialists.

Educator

For nearly 20 years, Zimet has taken her insider knowledge as a springboard to teach collectors and photographers about the fine art photography market and how to navigate it with confidence. She teaches collecting workshops at museums, auction houses, photo festivals, colleges and universities. Over 1,000 students have cycled through these workshops or engaged ABP services. In addition, she leads tours at art fairs, gallery exhibitions and auction previews and hosts 'Artist Salons' on a regular basis to provide insight on the market. Zimet teaches regularly for Santa Fe Workshops, International Center of Photography, Houston Center for Photography, Maine Media Workshops + College and most recently, Sotheby's Institute of Art. Zimet is an Adjunct Professor, New York University, Steinhardt School, Graduate Program, Arts Administration where she teaches "Corporate Sponsorship and the Arts".

Advisor

As an advisor, Zimet provides unbiased advice with an educated yet neutral opinion. She guides clients in acquiring work, no matter the budget, and thoroughly vets purchases whether from galleries, art fairs or auction. In addition to acquisitions, we assist with inventory management, framing, insurance and installation. She does not represent any galleries, photographers or the interests of any outside party. Rather, focuses solely on the client's best interest. We've worked with 45 galleries globally and placed roughly 120 photographs in private collections.

WHAT WE DO

For Collectors

Advising

We provide unbiased personalized advice for collectors, focusing on each client's personal needs. We guide clients through the process of acquiring work and thoroughly vet possible acquisitions, whether from galleries, art fairs or auctions. Collectors – no matter nascent to more seasoned -- learn the do's and don'ts of the market in order to make smart acquisition decisions.

We offer:

- Unbiased advice with an educated yet neutral eye
- Inside perspective by a highly recognized and well-respected collector
- 40 years of collecting experience
- Long-term relationships across the profession – from curators, commercial dealers, auction specialists to critics and museum directors
- Acquisition strategy, no matter the budget
- Meticulous due diligence for both primary and secondary market images including negative / print date, provenance and condition
- Negotiation and interface with galleries on the client's behalf
- Recommendations on insurance, inventory management, framing and installation
- On-site installation assistance, no matter an apartment, vacation home or corporate office
- Personalized gallery, art fair and auction visits to meet the specialists and look at images up-close

Private Visits

We conduct on-site and virtual private behind-the-scenes visits to galleries, auction previews, art fairs, artist studios and private collections. A personalized itinerary is created to align with each client's interests and collecting goals.

Artist Salons

We offer exclusive "Artists Salons" to provide insight on contemporary photographers and the market. These unique experiences offer the ability to view images firsthand and discuss the marketplace with both artists and leaders in the field in an intimate photography-filled setting.

Workshops

Designed for the beginner to the more experienced collector, we offer a bird's-eye-view of the market as well as a deep dive into the fundamentals of the market. We equip students with the knowledge to buy with confidence and the tools needed to become a smart and thoughtful collector. Visits to galleries, art fairs and/or auction previews often round out the experience.

Topics include:

- Where to shop
- For-Profit vs. Non-Profit resources
- Questions to ask before spending a penny
- The Market: galleries, art fairs, auctions and online platforms
- How to buy at auction
- Pricing
- Vintage vs. later prints
- How to decipher markings: signatures, stamps, editions
- Administrative tips: appraisals, insurance, inventory management, framing, and installation

WHAT WE DO

For Photographers

Most photographers work alone when they create work. But if a photographer wants to access the market, it's not enough just to create work. They need to know how to talk (and write) about their work when speaking with collectors, dealers and the market as a whole. **We help photographers achieve their personal marketing goals – whether to improve communication skills, develop a personal voice or help determine the right gallery.**

Private Consulting / Advising

We help photographers better *understand* the market in order to better *access* the market. Photographers learn how to successfully talk about their work, brand themselves and create effective marketing materials (e.g., business cards, website, bio, artist statement).

We help photographers:

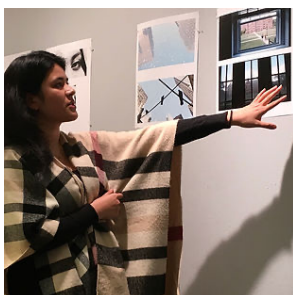
- Successfully talk about their work
- Access and better understand the market
- Improve storytelling techniques
- Craft written marketing tools (e.g., business cards, website, bio, artist statement)
- Improve website content
- Identify what might be an appropriate gallery and the appropriate approach

Workshops

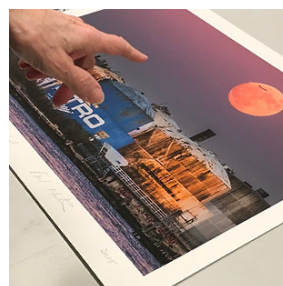
We offer immersive, fact-filled non-stop workshops (in-person and virtual). We go 'inside the collector's mind' to help photographers understand how collectors think and the questions they may ask. We then take a deep dive into how the market works along with how to present at a portfolio review, how to access the marketplace, and, most importantly, how to communicate about work. We critique each photographer's communication tools from written marketing material to a spoken "elevator speech" in a hands-on learning format.

Topics include

- Navigating the market
- Inside the collector's mind - how they think, where they shop, the questions they ask
- Editioning
- Pricing
- Finding the "right" gallery - questions to ask, the appropriate approach and what not to do
- Portfolio reviews: how to choose the best one for your needs and tips on how to best present
- Developing your voice / storytelling techniques



ICP Workshop led by Alice



ICP Workshop led by Alice

WORKSHOPS

We offer workshops (in-person and virtual) for collectors, photographers and anyone interested in learning about the fine art photography marketplace.

Our workshops range from a multi-session collecting 'bootcamp', to intensive branding workshops for photographers looking to break into the market, to a seminar diving "Inside the Collector's Mind" or exploring "How to Find a Gallery for Your Work." **Each workshop is its own master class.**

Workshops for collectors, whether beginner or more seasoned, equip them with knowledge about the market and confidence to make smart acquisition decisions. Workshops for photographers help practitioners finesse marketing materials, become confident speakers and develop their brand.

WORKSHOP CLIENTS

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
PhotoPlus
Photographic Resource Center
Professional Women Photographers
Rye Arts Center
Santa Fe Workshops
School of Visual Arts
Shoreline Arts Alliance
Sotheby's Institute of Art
Swann Auction Galleries
United Jewish Appeal
UBS



TESTIMONIALS

PROFESSIONAL COMMUNITY

"I met Alice 40 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, Howard Greenberg Gallery

HOWARD GREENBERG GALLERY

"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



"Alice's passion, compassion, knowledge and enthusiasm are a few traits that impact her students and anyone who knows her!"

- Norberto Rivera, Director of Photography, Throckmorton Fine Art

THROCKMORTON
FINE ART, INC

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

- Emily Bierman, Head of Photographs, New York, Sotheby's

Sotheby's

"Alice is on fire!"

- Leslie Smolan, Executive Director, Rodney Smith Archive

RODNEY SMITH

TESTIMONIALS

PROFESSIONAL COMMUNITY

"Alice's passion, compassion, knowledge and enthusiasm are a few traits that have an impact on her students and anyone who knows her!"

– Vince Aletti, Photography Critic, The New Yorker

THE
NEW YORKER

"Alice is a powerhouse."

– David Seideman, Forbes Magazine

Forbes

"At Paris Photo, Alice offered a live interview Weaving her way through the fair, she spoke with great knowledge and infectious enthusiasm to show how passion can drive a collector's unique vision. Merci Alice!"

– Daphné Anglès, New York Times (Paris Bureau)

The New York Times

"Alice has a suitcase of knowledge."

– David Company, Creative Director

 International
Center of
Photography

"Zimet is more than just a collector...she exercises an acute form of connoisseurship. Her collection goes beyond personal. It is her autobiography."

– Stephen Perloff, The Photograph Collector

*THE PHOTOGRAPH
COLLECTOR*

TESTIMONIALS

PHOTOGRAPHERS + PHOTOGRAPHY STUDENTS

"What pragmatic and practical information... I changed my artist statement, website and resume the next day!"

– Lisa W

"Alice helped me gain access to The Contemporary Art Museum (Genoa) and The Tate Modern (London). Mille grazie!"

– Luca P.

"Your class leaves me with joy, positivity and love. It's been a while since I've felt connected to the fine art world but your class does just that. It's an exhilarating and powerful feeling."

– Stéphane M.

"What I learned from your class has given me so much drive and confidence that I'm now ready to put my work out into the world."

– Cindy B.

"I walked away with a bouquet of new ways to market my work..."

– Pauline M. R.

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

– Valerie B.

"It isn't often that you meet someone like Alice! She's a force ... with a unique mix of knowledge, sensibility, generosity and kindness making her very special."

– Pam T.

COLLECTORS + COLLECTING STUDENTS

"If you look at Alice's collection, you know she has the eye. Talk to her, you know she's got the smarts. I always have peace of mind when Alice makes a recommendation."

– Ivy Z.

"I will never make an acquisition without seeking Alice's opinion and blessing."

– Wayne S.

"The wealth of information gave me confidence to start to collect after years of 'looking'. Alice's enthusiasm is infectious and her own collecting history, inspiring."

– Susan S.

"Thanks for inspiring me to make and collect great photos!"

– Jon O.

"Alice helped me understand the complexities around collecting. I bought my first photograph during the Christie's course and couldn't have done it without her."

– Kaido

"An invaluable experience that provided such amazing insight into the world of fine art photography."

– Stacy S.