

WORKSHOPS ON THE FINE ART PHOTOGRAPHY MARKETPLACE, LED BY A PIONEER COLLECTOR

Arts + Business Partners (ABP), a consultancy specializing in the field of fine art photography, offers:

- **private advising for collectors**, to help define their goals and make smart acquisition decisions; and
- **workshops (in person and online) to help collectors and photographers** understand and navigate the fine art photo marketplace.



Elliott Erwitt, Empire State Building, 1955, from the instructor's collection.



Photo: Grace Roselli

ABP was founded and is led by **Alice Sachs Zimet** (left), 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.

Zimet, who has taught over 1,000 students from around the world, began collecting photography in 1985. Her collection now includes 339 museum-quality images by 143 different photographers from 20th Century masters to the present.

ABP has taught workshops for:

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, School of Visual Arts

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

Workshop format can be personalized for each host institution from single-day intensives to 5-8 week classes from 1 ½ to 2 hours per session.

For in-person workshops, we can create private behind-the-scenes visits to galleries, auction previews and art fairs.

Our longer, multi-session **workshops on collecting photography** take a deep dive into the mechanics of how to buy photographs and the world of auction houses and galleries.

Our **workshops for photographers** help fine art photo practitioners to brand themselves, create effective marketing materials and better position themselves to enter and gain visibility in the market.



Bruce Davidson, Couple, East 100th Street, 1966, from the instructor's collection.

TESTIMONIALS

"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."

—Lisa H., collector, Swann Auction Galleries

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

—Vince Aletti, Photography Critic and Writer

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Hiroji Kubota, Guilin, 1990, from the instructor's collection.

SAMPLE WORKSHOP CONTENT

ranging from a single session to multi-part series

Collecting Photography Bootcamp

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.

- The key questions to ask before buying a photograph
- Important do's and don'ts when navigating the photo market
- How to bid successfully at auction
- How to craft the character or theme of your collection
- How to research where to shop and then analyze potential photographs to purchase

Insider Tips to Collecting Photography

This 5-6 part virtual series offers a comprehensive survey of the basics of collecting photography. 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.

Conversations Across the Photography Marketplace

Geared towards beginners, more seasoned collectors, or photographers at any level, Conversations in Photography provides a behind-the-scenes look at different aspects of the fine art photography marketplace. Intimate conversations with leaders across the field provide an inside peek into the worlds 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.

Tips to Access the Commercial Market

Designed for photographers with a body of work ready to be shown, 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, proper etiquette when approaching them (and what not to do), and how to brand and promote yourself including the innovative marketing materials to get your name out into the marketplace. 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 (including what *not* to do), and the marketing materials needed in order to get your name out into the marketplace.

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 339 images by 143 different photographers from 20th Century masters to the present.

Affiliations

- 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.

Zimet teaches regularly for Christie's Education, the ICP School, Maine Media College + Workshops, Houston Center of Photography, and the American Society of Photographers (among others) where she offers workshops on how to collect photography and how photographers can better access the market.

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.

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.

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*.



Portrait of Alice Sachs Zimet
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