

Photography Market

An Insider's View

Date: 13. May 2005
Venue: City Inn Hotel, Westminster, London
Course Moderator: Jeffrey Boloten

Organised by:

ArtTactic

ArtInsight Partners:

photo-london

18—21 May 2006

CITYINN
contemporary hotels

www.cityinn.com

A unique 1-day course specifically designed for new and established art collectors who are looking to start buying photography :

- What are the main characteristics of the photography market?
- What factors have a bearing and influence on prices?
- What are the differences between vintage, modern and contemporary photography markets?
- What are the key factors to consider when buying photography?
- Where and how can you spot opportunities in the photography market?

ArtInsight - The insider's view to the photography market...

COURSE OFFERING

- **Sky Lounge**- City Inn Hotel Westminster. Expert speakers from the art market covering all aspects of collecting photography. Executive lunch and drinks reception is included.
- **VIP pass to Photo-London** (May 18-26)
 - Free tickets/access to London's leading photography fair
 - VIP Private View pre-reception (from 4pm on May 17th)
 - Invitation to VIP Evening Reception (May 17th)
 - Bespoke collector's tour (May 21st)
- **Photography Auctions:** Visits to pre-viewings + Photography auctions (May 16th Sotheby's/ May 17th Christies) –including personalized tour of pre-views by auction house staff.
- **Photography Collector's Guide** + sample copies of key photography publications
- **ArtTactic Research Report** on Richard Prince (value:£150)

SPEAKERS

ROGER HARGREAVES:

- Editor: The Journal of Photography and Culture
- International Photography Curator: Smithsonian (Washington) / Scottish National Portrait Gallery / National Portrait Gallery (London)
- Former Head of Education & Photography Curator at National Portrait Gallery (London)

PHILIPPE GARNER

- International Head of Photography: Christie's
- Organiser of historic first Photography Auction (1971)

LINDSEY STEWART

- Leading Photography Consultant: advising major international institutions and private collectors including: the V&A, Christie's, Heritate Lottery Fund, Axa Art Insurance, etc.
- Former Head of Photography Department: Christie's (London)

MICHAEL HOPPEN

- Founder & Director: Michael Hoppen Gallery - leading UK Photography Gallery /Dealer

PHOTOGRAPHY MARKET

Facts & Figures:

- 1971:** First Auction for Photography: Sotheby's
- 1976-1988:** Steady modest growth
- 1988-89** (150th anniversary of invention of photography): 45% leap in average sales prices at auction.
- 1899-90** a further 39% increase in average prices
- 1990 - 2004:** Steady growth of 10-15% annually
- 2004-2005:** a major 45% increase in average prices. In November 2005, Richard Prince's 'Untitled (Cowboy)' sells for \$1.25m at Christies. This is the first time in history that a photograph sells above \$1 million in auction.
- February 2006:** Major record price for a photograph of \$2.9 million set at auction (Sotheby's) for Steichen's, 'The Pond-Moonlight'. This record being more than double the previous record (\$1.25 million, set Dec.2005 at Christies), and almost 5 times the previous record (\$600k) set in 2001.

"Over the past 15 years - Photography significantly outperformed every other major art medium, including sculpture, prints, painting."

AMI, Artprice.com

The photography market entered a new phase in New York last week when the record for a photograph at auction was broken three times in one night.

COURSE OBJECTIVES:

- This unique new course considers the dynamics and characteristics of the photography market, examining all aspect of the market from production to the final sale.
- The course aims to give the participants the necessary knowledge and information to confidently enter the market place.
- The course also aims to introduce participants to a professional network of individuals operating in the field of photography - an essential tool for collecting photography
- The course will also provide an insider's view to two major photography events taking place in London - PhotoLondon, the art fair (18-26.May 2005) and the Photography auctions taking place in Sotheby's (16. May 2005) and Christie's (17.May 2005)

TOPICS COVERED

- Historical overview and analysis
- The different photography markets; Vintage, Modern and Contemporary
- The dynamics and characteristics of the photography market: The major players, how value is created.
- Photography collecting issues: authenticity, valuation, condition, editioning
- The auction market for photography - special introduction to May auctions
- The primary market and the role of the gallery - how to start collecting photography

SEMINAR PROGRAMME

- 9:30-10:00 Arrival / Coffee
- 10:00- Introductions and Intro to Photography Art Market
- 10:15-11:00: Roger Hargreaves: Historical Overview of Photography – Photography market perspective
- 11:00-11:15: Q/A
- 11:15-11:30 - Coffee
- 11:30-12:15: Philippe Garner (Auction house perspective + presentation on May auction)
- 12:15-12:45: Q&A
- 1:00-2:30 : LUNCH
- 2:30-3:15: Lindsey Stewart (Photography Collecting issues: authentication / valuation / condition / editioning, etc)
- 3:15-3:30: Q&A
- 3:30-3:45 Coffee
- 3:45-4:30: Michael Hoppen (Gallerist / Dealer perspective: Gallerist role / photographer + collector interface, etc)
- 4:30 - 4:45: Q&A
- 4:45 - 5:30: Round-table Discussion/Overview + Experienced Photography Collector input. Overview of next week's events + locations / dates / times (2xAuctions / Previews / Photo-London)
- 5:30: Drinks

Course Fee: **£495 (all-inclusive)**

Contact Details:

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CANCELLATION POLICY: A full refund less an administration fee of £100 will be given for cancellation requests received up to 20 working days before the event. Cancellations must be made in writing (letter or fax) and reach this office before the 20 working days deadline. Delegates who cancel less than 20 days before the event, or who don't attend, are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee.

Payment Details:

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