Contemporary Art Market

Work in an auction house’s Marketing Department

Appreciate art and understand the art market

Main Duties

❖ Work in an auction house’s Marketing Department
❖ Appreciate art and understand the art market
❖ Write press releases for incoming auctions
❖ Translate articles on Asian arts into Chinese
❖ Analyze important Chinese art websites/ WeChat accounts and search for advertising channels
❖ Do research on the Chinese art market, including an analysis the performance of major auction houses in China
❖ Search and compile contact information of important art websites, magazines, newspapers and art critics

Freeman’s Auction

As America’s oldest auction house, Freeman’s has been a constant throughout the auction world for seven generations. Founded in 1805 by Tristram B. Freeman, the company’s traditions of excellence have benefited many new generations of private collectors, institutions, estates, and museums. Freeman’s holds more than 25 auctions a year.

Academic Coursework

Readings — Orientalism and Orientalist arts

❖ Learn different perspectives of Western and Eastern audiences on Asian arts
❖ Understand why Asian arts are popular in American art market
❖ Understand why “Eastern” collectors are major patrons of Oriental arts

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