



# Art Management

ART AREA

## OVERVIEW

The Istituto Marangoni Master's course in Art Management offers a management and administrative perspective for operating within the **culture system**. The main subject areas offered by the course cover the **art market**, the legislation applied in the art world, **museum governance** and the management of **cultural heritage** and **company assets**. What ties these areas together is the word innovation, closely connected to the potential that comes from using new technologies in the production, use and promotion of art. Both cultural heritage and contemporary cultural production need highly specialist professionals to introduce into the countless situations operating in the art world on an international scale. In a world that is constantly changing, actions to **support, promote, circulate, sell and safeguard artistic and creative expression** represent never-ending challenges for those working in this field.

**The course aims to meet the growing demand for professional figures as:**

- ✓ GALLERY MANAGER
- ✓ ART JOURNALISTS
- ✓ AUCTION HOUSE EXPERT
- ✓ COMMUNICATION & MEDIA PLANNING MANAGER
- ✓ PROJECT MANAGER
- ✓ ART ADVISOR

## COURSE TYPE

# Master Course

## Istituto Marangoni Certificate

## WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion, craftsmanship, and contemporary creativity** meet every day. Thanks to Istituto Marangoni's strong **industry connections**, students engage in workshops, collaborations, and talks with leading professionals who bring the latest trends and insights directly into the classroom. Florence becomes a creative laboratory where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends **local artisanal heritage with forward looking design approaches**. Alongside creative and technical expertise, you will develop key competencies in marketing, personal branding, and strategic thinking, making Florence not only a place to study art and fashion, but a place to **grow both professionally and personally**.



KEY OUTCOMES

- **Industry Project**  
Students learn how to carry a research on the assigned brand or institutions and propose strategic solutions based on a real brief shared by the partner, working together with classmates to practice teamwork.
- **Original research**  
Student will present as personal research on a topic of their choosing in line with curriculum.
- **Writing portfolio**  
A collection different formats to experiment with many techniques in art writing, from reportages, academical writing art journalism and criticism.
- **CV**  
The skills to prepare a professional cv, to be prepared to present themselves to curators, gallerists, clients and job interviews

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some collaborations include:

**COLLEZIONE MARAMOTTI**

DEVELOPING NEW STRATEGIES FOR CURATING AND NARRATING PERFORMANCE IN AN EXHIBITION SPACE; CREATING VIDEO NARRATION TO SHARE INSIGHTS IN THEIR EXHIBITIONS; EXPLORING NEW STRATEGIES TO ATTRACT NEW AUDIENCES.

**WP ARCHIVE**

CURATING AND ORGANIZING AN EXHIBITION DEDICATED TO THEIR FERRÉ ARCHIVE.

**PHILIPS AUCTION HOUSE**

CREATING A NEW AUCTION LOT DEDICATED TO POST WAR AND CONTEMPORARY FEMALE ARTISTS.

**VERSACE**

DEVELOPING AND RESEARCHING NEW STRATEGIES FOR A PROPOSAL OF A VIRTUAL MUSEUM DEDICATED TO THE BRAND HERITAGE.

**PINACOTECA AGNELLI**

EXPLORING NEW STRATEGIES TO INTEGRATING NEW AUDIENCES IN THE COLLECTION.



SUBJECT	DESCRIPTION	ECTS
<b>HISTORY OF CONTEMPORARY ART</b>	History of art from the 1900s until today.	<b>6</b>
<b>LATEST TRENDS IN VISUAL ARTS</b>	Investigation of emerging artistic practices and contemporary visual cultures, focusing on new media, formats, and global dynamics.	<b>6</b>
<b>SOCIOLOGY OF COMMUNICATION</b>	Analysis of how communication systems shape cultural production, audience perception, and the artistic content.	<b>4</b>
<b>INFORMATION FOR THE ARTS: TOOLS AND METHODS</b>	Introduction to research tools and digital platforms used to document, manage, and communicate art-related information effectively.	<b>4</b>
<b>ART MANAGEMENT</b>	Meeting professional tutors to learn how to put into practice the acquire knowledge of the art systems and its laws.	<b>8</b>
<b>ECONOMY AND ART MARKET</b>	Meeting professional tutors to gain first-hand knowledge on how the art systems works, its laws and players.	<b>8</b>
<b>MUSEOLOGY AND MANAGEMENT OF EXHIBITION SYSTEMS</b>	Production and management of large events.	<b>4</b>
<b>DIGITAL AND TECHNOLOGICAL APPLICATIONS</b>	Information Technology Fundamentals, Graphic Design, Adobe Suite to foster students work and presentations.	<b>4</b>
<b>INTERNSHIP</b>	Internship.	<b>10</b>
<b>DISSERTATION</b>	Final written thesis.	<b>6</b>

**FACULTY**

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.