



Press Release

Fine Art International Management MBA

For release: 1 December 2021

- Geneva Business School creates an integrated MBA focusing on the art industry
- The program brings together leading practitioners from the art and business world
- Meet experts and top-level management from Philips, Christie's and Sotheby's, MOMA, MAMCO, ArtGeneva, ArtBasel, FIAC, and Frieze during this unique course

The Fine Arts industry is transforming. The virtual world of cryptocurrencies, blockchain and non-fungible tokens (NFTs) has sparked a wave of innovation that is challenging expectations. Artists, collectors, dealers, and general practitioners are finding new mediums, and digital tools are becoming the norm.

The rate at which technology is being adopted to aid distribution, management, and transparency in sales transactions of Fine Art globally has highlighted the need for education in business management practices specific to the lucrative world of Fine Art.

Geneva Business School, with the assistance of leading experts and innovators on the business side of fine art, plans to develop the next generation of managers in the Fine Art sector. Students will learn from leading experts in Art Finance, Art Law, Compliance & Money Laundering (AMLA), Art History, Fine Art Logistics, Entrepreneurship, and more.

Geneva Business School has created an expert faculty selected from industry leaders such as Lalive (Art Law pioneer), Deloitte (Art Finance), Institut Restellini (Museum Management and Forensic Scientific Analysis), Nelly Wenger & Associates (Strategic Event Management), Rodolphe Haller (Logistics), Charly Bailly & Opera Gallery (Entrepreneurship), ArtNow! (Art History), ArtBasel, and Artnet for the only MBA of its kind.

The program, whose first intake commences in February 2022, will be taught in English over three semesters (1.5 years) and delivered online with two Leadership Development weeks per semester attended on campus. Optional guided visits to Art fairs and industry events will also be part of the program providing further networking opportunities.

Sixtine Crutchfield-Tripet, Program Manager said: *"I am thrilled with the response that this idea has had from some of the biggest names in the business of art who have agreed*

Geneva Business School

W www.gbsge.com | E geneva@gbsge.com





to join the teaching faculty. It is a unique opportunity for both new graduates and seasoned professionals to learn from some of the best, giving them a competitive edge in their future careers in the art business world.”

Professor Francis Kahn, President of Geneva Business School said: *“Geneva Business School is delighted to be able to offer this first of its kind MBA dedicated to the fine art industry. This program has been specifically designed to meet the changing demands of the art world that have been brought on by rapid digitalization. Graduates will have a unique opportunity to shape the future of this fascinating and lucrative industry by sitting at the intersection between technology, business, and art.”*

For more information or to schedule an interview with the Program Manager, please send an email to: [Sixtine Crutchfield-Tripet](mailto:Sixtine.Crutchfield-Tripet@gbsge.com)

Notes for Editors

Be the first to study a fully immersive MBA in Fine Art International Management (FAIM). Gain high-level expertise from professionals in all areas of the Fine Art management sector with our pioneering FAIM MBA. Geneva Business School has been able to bring together educators among the top experts related to each of the seven specialized courses to offer the first comprehensive MBA program for the Fine Arts Industry.

The FAIM MBA will produce a new breed of business graduates, able to combine knowledge of the creative field of Fine Art with core financial and strategic management skills. Develop an understanding of the business of Fine Art with a diverse syllabus comprising finance, art law, art history, compliance, marketing, business management, technology, and logistics.

Become an asset manager, work for a bank or museum, specialize in Art Law or Art sales using cryptocurrency and NFTs. **Get first-hand access to some of the most sought-after experts** in the areas of Global Art Finance, Art Law, Compliance, Art History, Fine Art Logistics, Entrepreneurship and so much more.

This exclusive and intensive program is a unique opportunity to **network with the best** and be offered **top positions in the art world.** The core faculty is totally dedicated to

Geneva Business School

W www.gbsge.com | E geneva@gbsge.com





assisting students to shape their careers in the most effective way through mentoring, practical case studies, a well-rounded study plan, networking opportunities, and a practical approach to preparing graduates to make a lasting impact in the Art world.

During the course of their studies, students have the opportunity to **meet important figures in the arts industry**. Instructors will introduce the best candidates from the program to major players in the industry with a view to secure employment opportunities.

Not all learning takes place in the classroom, however. Geneva Business School provides **4 weeks of Leadership Development** providing Master's students the unique opportunity to network across disciplines and campuses and develop their leadership toolkit. In addition, students will attend various **European Art Fairs**, **valuable in-person experiences** exposing the students to first-hand knowledge of the industry and allowing them the opportunity to ask questions and gain insights from experts at the cutting edge of this dynamic field of business.

Highlights:

- Accomplished professional mentors from the top of their sectors
- Exclusive conferences with panels of Art Industry experts
- Instructors and Guest speakers from Lalive, Deloitte, Christies, Moma & Mamco
- Practical learning and career progression
- Field trips to key industry events, biennales, and museums

Learn from expert faculty selected from industry leaders such as **Lalive** (Art Law pioneer), **Deloitte** (Art Finance), **Institut Restellini** (Museum Management), **Nelly Wenger** (Strategic Management), **Rodolphe Haller** (Logistics), **Charly Bailly & Opera Gallery** (Entrepreneurship), **ArtNow!** (Art History), **ArtBasel**, and **Artnet** for the **only MBA of its kind**, taught **100% in English** for the global art market.

The Facts:

Students will study online with two weeks per semester required on one of our European campuses, before focusing on their final project either remotely or on campus, giving maximum flexibility in the final semester.

Duration: 1.5 years / 3 semesters

Evening Learning: Yes

Credits: 90 ECTS

Language: English

Geneva Business School

W www.gbsge.com | E geneva@gbsge.com





Intakes: February, September 2022

Degree Awarded: Master of Business Administration, specialization in Fine Art International Management

Internships: We offer support and guidance for internships and business ventures as part of our mission to prepare students for the world of work.

Location: Online Campus

Promotional Materials:

Website: <https://gbsge.com/en/programs/fine-art-international-management-mba/>

Study Plan: <https://gbsge.com/media/pb2njff3/faim-study-plan.pdf>

Teaser Video: <https://youtu.be/RJ7TxHq0xxk>

Fine Art Webinars series:

https://youtube.com/playlist?list=PLI5qN164Y0sFbaVUmjm5XW_c7Ki2cNZ_Y

Apply now: [FAIM landing page](#)

A4 Advertisement: https://gbsge.com/media/kcxfphkb/a4_faim_magazine-ad.pdf