

RBSARM01K Art and Money

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| Course module | RBSARM01K |
| Credits (ECTS) | 2 |
| Category | SG (Student-driven track) |
| Course type | Elective at hogeschool level |
| Language of instruction | English |
| Offered by | Hogeschoolbrede keuzevakken; |
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Aims

The course aims to increase knowledge, awareness and understanding of: - The influence of economic, financial, political and religious developments on cultural and artistic developments - The influence of financial aspects on the content, size, use of material, production process, etc. of an art work - The relationship between producer, product and consumer (artist, artwork and buyer/commissioner) - The influence of the market on cultural production.

Entry level: Students must be able to understand, speak and write English at a sufficient level.

Teaching Methods: Lectures and presentations

Content: In the course we focus on 4 subjects:

- Art in general: what is an artwork? How has the notion of 'artwork' varied in different historical periods? How much money is being made in the art world? Who makes money from art and how do they do it? What's the importance of art in the economy of a city? Etc.

- Renaissance: we tend to relate impressive artworks from the time only to the genius of well known artists. Who were their commissioners? What was the influence of commissioners on the artworks? What was their goal in sponsoring the arts or having artworks created for them? What was the influence of economic circumstances on the arts? How did an artist earn his money? Why are specific persons shown in artworks, and why in that specific way? Etc.

- Golden Age in Holland: 'In the Golden Age in Holland, 5 to 10 million paintings were produced.' What were the economic, political and religious circumstances in Holland in the Golden Age? What is the direct link between these circumstances and the art market? What is the influence of the market on the type of paintings that were made and the production process?

Contemporary art: Why do people pay millions for an artwork? How is an artwork being sold? How does the value of an artwork increase? Is art a good investment? (Subjects may vary according to current events on the art market.)

Assessment: Students do a presentation and take a written exam.

Literature: H.W. Jansen; Anthony F. Janson: History of Art sixth edition (Thames & Hudson, 2011), pages 16-25

Online literature on the subjects mentioned above:

<http://en.wikipedia.org/wiki/Renaissance>

http://en.wikipedia.org/wiki/Italian_Renaissance

http://en.wikipedia.org/wiki/Italian_Renaissance_painting

http://en.wikipedia.org/wiki/Dutch_Golden_Age

http://en.wikipedia.org/wiki/Dutch_Golden_Age_painting

Remarks: Added value to the class, is that it attracts students from many different nationalities. Subjects of presentations may reflect the culture students are from, and this improves intercultural understanding.