

What if a new generation
needs a new business school?



INTENSIVE 2-DAY PRACTITIONER ORIENTED COURSE MASTERCLASS ART FINANCE

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The art investment business is a growing and rapidly developing sector of the economy. The growth in the art fund industry, art used as collateral, the development of indexes and many online data sources, all provide a number of new services and products to the financial services industry. This two-day certified masterclass will give you the opportunity to learn about this creative new industry and how these changes will improve the way that you do business with your clients. Understanding the art investment market is an essential part of today's service offering in wealth management and private banking.

Overview

The TIAS Masterclass in Art Finance offers financial professionals in Private and Wealth Management, and those working in the Arts industries, a unique overview of the products and financial services currently available in the art market. Understanding the valuation of fine art is important for insurance, portfolio management, and art-backed lending, as well as inheritance and estate planning purposes. What risks should be considered? How are the returns from investing and collecting measured from both a financial and an emotional point of view. How does fine art compare to other

alternative assets, such as photography, prints, violins, wine and precious metals? The proliferation of art investment funds, online databases, art fairs, art market indices, art market derivatives will all be discussed during this intensive two-day masterclass.

Structure

This two day masterclass is an interactive master class with theory, case studies and input from practitioners on the subject. Recent developments will be discussed and how this is impacting Private Banking and Wealth Management services. Practitioner oriented, with a roundtable dinner at an

TIAS is the Business School of Tilburg University and TU Eindhoven, one of the leading European Business Schools in the Netherlands, ranked 20th in European Business School Rankings. (Financial Times – 2013)

What will you learn?

Following this interactive two-day masterclass will give you the skills and expertise to give advice and consult on the art market industry from a financial perspective. The development of financial products, funds specialising in fine art, the use of art as collateral and art derivatives are all developments which are changing the shape and structure of the art market.

You will gain a grounded understanding of the tools and techniques currently available to estimate and interpret the risks and returns of art finance related products. Whether interested in investing in art for financial gain, or understanding the market and products on offer to meet clients needs, this course will provide you with the essential information and knowledge to help understand the mirage of products currently on offer. Through the use of lectures, cases and discussions, participants will be actively encouraged to engage in this new and exciting area of the economy.

exclusive location, and including a visit to one of the world's leading Art Fairs provide a unique setting in which to learn about the developments in Art Business.

Programme Style

- The program is open to an exclusive group of 12 participants.
- The course will be held on 2 consecutive days.
- The course is inclusive of a roundtable evening dinner with a guest speaker from the Art Market Industry.
- A guided visit to Brussels Antiques and Fine Art Fair (BRAFA) will take place during the afternoon of the second day of the course.

Why should you attend?

- Enhance your personal reputation through enhanced knowledge in a highly reputable, cultural area of expertise.
- Improve the advice you give and your conduct with clients. Become an expert on behavioral and financial aspects of trading and collecting fine art.
- Relationship building: Bringing you closer to your clients by understanding their personal and financial needs.
- Gain that competitive edge by increasing your knowledge in this specialised and niche area of art-finance.

Who should attend?

- Professionals with an undergraduate degree
- Senior investment staff
- Wealth Managers and Portfolio Managers
- Financial services professionals
- Family Offices
- Trustees
- Advisors, consultants, and art valuation experts
- Managers in the arts and entertainment industries

Course Instructor

Rachel A. J. Pownall is a Professor in Art Finance at TIAS Business School and Maastricht University. She is an expert in the area of Art Finance and has published widely on the subject of Art as a Financial Investment, Art as Collateral, and Art Price Indices. She also teaches at Sotheby's Institute of Art Business in London, and the Luxembourg School of Finance.

Practical Information

Next Available Course Date: Sunday 25th

January and Monday 26th January, 2015.

Location: Hotel Le Place, Brussels.

Price: € 2,500. Price is inclusive Sunday night accommodation at Hotel Le Place, wine & dining, entrance ticket to the Art Fair, and all reading material. A second participant from the same institution will receive a 10% reduction in the course price.

Language: The course is taught in English.

Registration: Please contact Marieke Boudewijns.

Deloitte.

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ART FAIR

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PROGRAMMA ADVISEUR



JET ESHUIS
 +31 (0) 13 466 86 95
j.eshuis@tias.edu