

## **China Europe International Business School and Christie's Education celebrate the launch of "The Global Art Market: Collecting & Investment" Programme**

**SHANGHAI - On December 11<sup>th</sup>, 2012**, China Europe International Business School (CEIBS) and Christie's Education officially announced a new programme: "The Global Art Market: Collecting and Investment". This is an important development for the art and education market in China, marking the first time CEIBS has launched a programme on art, as well as the first time Christie's Education has offered a course in Mainland China.

The programme is designed for those interested in art collecting and investing, and will incorporate both history of art as well as key aspects of the art market such as law, insurance and estate planning. The course will be taught on an international platform beginning in May 2013, and will be composed of four modules, in Beijing, Taipei, Hong Kong, and London, to take advantage of the great cultural resources at the four art centres.

Said **CEIBS President Zhu Xiaoming, Programme Director of the "The Global Art Market: Collecting and Investment" programme**, "With the vibrant development of the Asian art market, more and more people are collecting and investing in art. As a result, there is an increasing need, within the Chinese market, for art education. CEIBS also intends to cultivate entrepreneurs who have an appreciation for art. Our Art Market Programme will provide participants with the skills needed to maximise the efficiency of their overall asset portfolio, cultivate their taste for the finer things in life, improve their reputation as serious art collectors and enhancement their individual images as well."

**François Curiel, President of Christie's Asia**, "We are thrilled to be working with CEIBS and combining our expertise to offer this new programme. Christie's Education was established over 30 years ago to promote the study of the art market and through this cooperation with CEIBS, we deepen our long-term commitment to China and Chinese art. Our aim is to inspire a larger audience to enhance their enjoyment and appreciation of art."

**Elaine Kwok, Director of Christie's Education, Asia**, "In partnering with CEIBS to present our first program in China, Christie's Education is responding to Asia's thirst for knowledge on art and the art market. This course will feature our unique approach that combines connoisseurship, practical skills and market intelligence; we believe it will be a great way for participants to begin or continue their journey in the art world."

### **Programme Details**

"The Global Art Market: Collecting & Investment" programme aims to provide an international platform for those passionate about art collecting and interested in building up knowledge on how to invest in art. The course will be taught through a combination of art history theory and art world practices, and will give participants the opportunity to go behind-the-scenes at Christie's, as well as visit world famous museums, artists' studios and private collections.

*For more details of the programme, please visit [www.ceibs.edu/art](http://www.ceibs.edu/art).*

### **About CEIBS**

China Europe International Business School is a pioneer of world-class management education in China and a well-known business school in the Asia Pacific region. Established in 1994 as a joint venture between the European Union and the municipal government of Shanghai, CEIBS combines outstanding international management education with profound knowledge of the Chinese business environment. The School's reputation for excellence has made it the executive education learning partner of choice for a wide variety of leading multinationals and Chinese companies.

<http://www.ceibs.edu/>

### **About Christie's**

Christie's, the world's leading art business, had global auction and private sales in 2011 that totaled £3.6 billion/\$5.7 billion. For the first half of 2012, sales totaled £2.2 billion / \$3.5 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £502 million / \$808.6m in 2011, an increase of 44% on the previous year.

Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

*\*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

### **About Christie's Education**

Christie's Education has an unparalleled reputation for preparing graduates to enter the professional art world. With an emphasis on engagement with original works of art, our unique degree programmes and short courses spanning History of Art, the History of the Art Market, Art-World Practice, and Art, Law & Business incorporate connoisseurship and Art Business skills into all our programmes. Our courses open doors to rich and varied career opportunities in the arts industries including auction houses, museums, curatorial roles in public and private collections, galleries, professional services and state organisations.

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