

CHRISTIE'S E D U C A T I O N

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CHRISTIE'S EDUCATION LAUNCHES INNOVATIVE 6-WEEK COURSE: *"ANDY WARHOL AND THE BUSINESS OF ART"*

A BEHIND-THE-SCENES LOOK AT HOW WARHOL CREATED HIS ARTWORK,
HIS INFLUENCE ON THE ART WORLD, AND
HOW HIS WORKS PERFORM TODAY IN THE ART MARKET



*"Being good in
business is the most
fascinating kind of
art. Making money is
art and working is art
and good business is
the best art."*

—Andy Warhol

New York – Christie's Education New York will launch a unique new course this fall, **"Andy Warhol and the Business of Art,"** an introduction to the business of art from its conception to its creation to its sale on the auction block, through the lens of Andy Warhol's legacy. From his days at the Factory to recent blockbuster auction results, Andy Warhol continues to inspire artists and collectors alike; this course presents a multifaceted view of Warhol—the man, his market, and his legendary masterpieces.

Developed by a team of art historians and auction house specialists, this unique six-session class will give participants a better understanding of Warhol's art within the context of this ever-growing market and will provide a behind-the-scenes look at the auction process from beginning to end.

Participants will follow the work of Christie's specialists as they prepare artworks for auction as part of the "Andy Warhol @ Christie's" online sales. From insight into the selection and cataloguing of works to an analysis of post-sale results, this course's innovative approach will present Warhol as you've never seen him before.

Course participants will:

- Learn how Warhol blurred the boundaries between painting and printmaking
- Develop critical skills, including assessing the quality and condition of works
- See the auction process unfold from start to finish
- Gain exclusive, behind-the-scenes access, including site visits with Christie's specialists and other art world professionals

THE COURSE

October 8: Warhol's Innovations

The course begins with an overview of Warhol's career and his market, with a close look at how the Pop master revolutionized the art world and his lasting impact.

October 15: The Auction Process 1

On location at Christie's auction house, take a behind-the-scenes look at how our specialists curate the Andy Warhol @ Christie's online sales.

October 22: The Print Process

Visit the Lower East Side Printshop, a not-for-profit printmaking studio founded in 1968, and meet with a master printmaker for a first-hand look at screen-printing techniques.

October 29: The Auction Process 2

Explore the ins and outs of the auction process, from writing a catalogue entry to determining the value of a work.

November 5: Warhol at MoMA

See some of Warhol's most important masterpieces and discover how these works have shaped the art world in this exclusive, private guided tour with a Museum of Modern Art educator with expertise in American Pop.

November 12: The Auction Process 3

In this panel discussion and reception, a group of art world professionals will provide an in-depth look at Warhol's market, with an analysis of results from recent sales.

COURSE DETAILS

Course Dates: Tuesdays, October 8 - November 12, 2013, 6 – 8 pm

Course Director: Julie Reiss

Fee: \$800

To register and pay for the course online, visit http://www.christieseducation.com/ny_shortcourse_warhol.html. For assistance making a booking, please contact: christieseducation@christies.edu, or phone: 212-355-1501.

For more information on “Andy Warhol @ Christies,” the multiyear, multiplatform partnership between The Andy Warhol Foundation and Christie’s, please visit: <http://warhol.christies.com/>.

SHORT COURSE GIFT CERTIFICATES

Christie’s Education short courses are now available as gifts. Christie’s Education offers short courses throughout the year—on topics as diverse as wine, jewelry and fine art. Each course is designed to provide the participant with a unique, behind-the-scenes view of the art world. Gift certificates can be purchased in \$50 increments and can be applied toward any Christie’s Education New York short course. For more information, call (212) 355-1501 or christieseducation@christies.edu.

PRESS CONTACT: Melissa Abernathy | +1 212 636 2680 | mabernathy@christies.com

Please [click here](#) to learn more about Christie’s Education – New York.

Images available on request

About Christie’s Education

Christie’s Education New York is part of the global family of Christie’s Education. Founded in 1978, Christie’s Education courses emphasize the importance of direct contact with original works of art, and through the use of Christie’s salerooms and specialist staff, enhance students’ exploration of the history of art. Christie’s Education New York is accredited by the New York State Board of Regents and the Commissioner of Education in their capacity as a nationally recognized accrediting agency. The full-time Master’s Degree program, **M.A. in the History of Art and the Art Market: Modern and Contemporary Art**, is also registered with the New York State Education Department. Other continuing education opportunities include the **Certificate in Modern and Contemporary Art in New York**, **The Christie’s Art Business Course**, various short courses, and personalized, bespoke courses. Christie’s Education short courses are non-degree programs, run in conjunction with Christie’s auction house, that address a wide variety of topics. These courses have the same standards as full-time programs, but are designed in various formats, including full-day master classes, evening lecture series, and study trips away from New York.

About Christie’s

Christie’s, the world’s leading art business, had global auction and private sales in the first half of 2013 that totaled £2.4 billion/\$3.68 billion. In 2012, Christie’s had global auction and private sales that totaled £3.92 billion/\$6.27 billion, making it the highest annual total in Christie’s history. 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 £465.2 million (\$711.8 million) in the first half of 2013, an increase of 13% on the previous year, and for the third successive year represents the highest total for the period in both company and art market history.

Christie’s has a global presence with 53 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. 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.

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Visit Christie’s Education online at www.christieseducation.com for additional information on short courses, as well as certificate and degree programs.

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