



Anno Accademico 2019/20

Corso di Imprenditorialità artistica e artigiana - 21 ore

The course consists of theoretical lessons, practical exercises and meetings with experts in the field. A first field of practice will be the collective exhibition of the works of students, former students and teachers from 2 to 8 March 2020 in the Spedale degli Innocenti, entitled "Maternity". There will be some sessions dedicated to the artistic deepening of the theme and others dedicated to the logistical preparation of the exhibition.

From April 24th to May 1st we will participate, as an educational module, in the International Handicrafts Exhibition at the Fortezza da Basso in Florence. Also in this case the practical exercise will consist in the preparation of the sample book, design and construction of the stand, market research and presence at the stand during the days of the exhibition.

With these two modules students will have the opportunity to try their hand at the promotion of their works and understand the different mechanisms that requires participation in these fairs.

In the academic year 2018/19 we invited some testimonials who told about their work: Andrea Galluzzo (experience on Eastern markets), Mario Curia (art catalogs), Domenico Trombino (Single Desk of Productive Activities of the City of Florence), Agnese Shomefun (Koinè Fair), Armanda Gori (Gori Gallery), Gianmarco Barluzzi (website and use of social), Gabriele Chiti (Banco BPM); Elena Braccini (how to create a brand).

The lesson calendar as shown below may be subject to change depending on the availability of some speakers. Changes in lesson topics will be communicated in advance.

The guests of this academic year 2019-2020 will be:

Angelomaria Alessio, Director of Artisacrenews

Alessandro Sorani, president of Confartigianato, communication expert

Massmo Ruffilli, architect, professor of industrial design Univ. of Florence

Marco Casini, Notary Public, copyright expert

Paolo Penko, jeweller in Florence

Antonio Fara, architect, expert in installations for works of art

Igor Silvi, Director of the Compagnia delle Opere Toscana

Filippo Rossi, Coordinator of the Diocesan Office of Sacred Art

Francesco Improta, entrepreneur, owner of FARS

Gianmarco Barluzzi, website design, founder of TAAK

Marzio Bonferroni, entrepreneur of communication.

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The program consists of 21 hours divided into these modules:

1. Explanation of the subject, programme and content of the lessons. What is Sacred Art?
2. Handicraft and art: two levels that come together. Be artists and craftsmen. Hand, mind and heart.
3. The collective exhibition of March 2020: time, place, theme.
4. The International Handicraft Exhibition 2020.
5. Sacred art and liturgical art: the rules. Religious art and devotional art.
6. Exercise 1: conception of the exhibition at the Spedale degli Innocenti.
7. The market of sacred art part I: the construction of new churches in the world. How to build a new church (CEI rules). With Massimo Ruffilli
8. The religious art market part II: the institutional and private market. With Francesco Improta.
9. Exercise 1: preparation of the sample book for the International Handicrafts Exhibition
10. Communication: trade magazines, online, blogs; with Angelomaria Alessio
11. Interpersonal communication, the creation of a network of knowledge; with Alessandro Sorani
12. The new trends: where the wind of sacred works of art blows. With Filippo Rossi.
13. The International Handicrafts Exhibition 2020.
14. The brand: what it is, how to feed it, how to keep it. Igor Silvi
15. for first year students: The web: How to build your own website; with Gianmarco Barluzzi.
16. for first year students: social networks: use and effectiveness. with: Gianmarco Barluzzi.
17. Sales techniques: personal relationship with customers. With Paolo Penko.
18. The protection of copyright. With Marco Casini, notary public.
19. The enhancement of the work of art. The details that make a work of art unique.
20. Marketing: basic notions; new techniques. With Marzio Bonferroni.
21. The evaluation of the work of art.