

## Course program

# Artistic and artisan entrepreneurship

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## Summary

1. Professor: Giorgio Fozzati (giorgio.fozzati@gmail.com)
2. Abstract:

A cycle of theoretical-practical lessons to master some basic concepts of entrepreneurship and economics, to support one's own artistic activity.

## Contents

### Year A

1. Explanation of the subject, program and contents of the lessons.
2. Handicraft and art: two levels that come together. Being artists and artisans. Hand, mind and heart.
3. Ethics: The concept of person, respect for the customer.
4. Sacred art and liturgical art: the rules.
5. Religious art and devotional art.
6. Design and construction of new churches. International guidelines and CEI rules.
7. The religious art market: the institutional and private market.

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## Year B

1. The difference between cost and price, billing and income. How to prepare a quote.
2. The enhancement of the work of art: the narration.
3. Copyright protection
4. Sales techniques.
5. The evaluation of the work of art. Market players
6. Trade fairs, solo and group exhibitions. Make yourself known and known.
7. The new trends of contemporary sacred art.

## Year C

1. The website
2. Practical exercise: how to build your own website
3. Social media and knowledge networks. Instagram.
4. Communication: sector magazines, blogs, online. The art critics.
5. The brand, how it is preserved, how it feeds itself
6. How a shop, an atelier, an art studio opens.

## Materials and resources

"Economia dell'Arte" by Gianfranco Negri Facchinetti, ed. EGEAdell'arte

"Vivere" by Raffaella Morselli, ed. CAROCCI

"Future artisan" by Stefano Miceli, ed. Marsilio

"Stories and Secrets from the Art Market" by Simone Facchinetti, ed. IL MULINO

"The contemporary art system" by Francesco Poli, ed. LATERZA

"The \$ 12 Million Shark" by Donald Thompson, ed. MONDADORI

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## Prerequisites required students

No specific prerequisite

## Rating

Written exam

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