




# CERTIFICATE IN ART & GALLERY MANAGEMENT




**Dates: March 4, 6, 11, 13, 18, 20, 27, 2025**  
**April 3, 8, 10, 15, 22, 24, 29, 2025**  
**May 6, 8, 2025**


**Time:** 5h30 pm - 7h30 pm  
**Total number of hours:** 32 hours of training and 8 hours of visits to Gallery of Art, Museum and Art Center


**Modality:** Online on Zoom


**Language:** English & French


**Training fees:** 720\$

**Target audience:**

- Gallery Owners and Managers
- Art Centers Owners and Managers
- Art Consultants
- Art Foundations Professionals
- Students in the Art Criticism and Curatorial Studies MA Program

**Description**

Whether you want to run a commercial art gallery, an art space, an art foundation or your own private art collection, this certificate will equip you with a wide range of strategic, managerial, marketing & sales, and creative skills. Our certificate also targets any person interested in learning the fundamentals of Art and Gallery Management.

Our certificate offers a practical approach on how to manage an art space and/or an art collection. It also aims at understanding the art market dynamics, developing a business identity, and exploring the relationship between the art professionals and the other stakeholders in the art ecosystem field (Museums, Auctions houses, collectors, cultural institutions, etc.) in the Middle East and internationally.

Our certificate will also enhance your skills in analyzing the role of communication, public relations, art networking and art marketing, management, for you to establish a reputable and long-lasting recognition in the art field.



**EARLY  
BIRD  
DISCOUNT**

600\$ before February 14, 2025



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## LEARNING OUTCOMES

By the end of this program, participants will be able to:

- **Understand** the Art Market: Identify key players and dynamics in both regional and international art markets and distinguish between primary and secondary markets.
- **Develop** Artist Relationships: Learn how to select, manage, and build long-term relationships with artists, fostering trust and collaboration.
- **Master** Gallery Operations: Gain practical knowledge in gallery management, including curation, project coordination, accounting, and inventory systems.
- **Implement** Marketing and Sales Strategies: Develop effective strategies for promoting artists, establishing public relations, and engaging with collectors through art fairs and digital platforms.
- **Navigate** Legal and Financial Aspects: Understand the legal rights of artists, contracts, art insurance, and financial aspects of art investments, including pricing and risk management.

## TRAINING PROGRAMS

### MODULE 1: UNDERSTANDING THE ART MARKET DYNAMICS (4 HOURS)

 **Trainer: Pr. Nayla Tamraz**

 **Dates: 4 & 6 March 2025**

By the end of this module, participants will be able to:

- Discover what is an art market regionally and internationally, its history and evolution, and who are its main key players (buyers, sellers, service providers, etc.) and their influence on the art market dynamics.
- Explore how the production of new art enters the art marketplace, how and where to position it.
- Recognize the difference between the primary and secondary art markets.
- Understand the art eco-system: the role of supply and demand, the intermediaries (auctions, art fairs, curators, etc.) and the enablers (legal, insurance, valuation, etc.).
- How globalization and technology influence the art eco-system.



**Pr. Nayla Tamraz**

Pr. Nayla Tamraz is a professor of literature and art history at Saint Joseph University in Beirut, where she launched the master's and PhD program in Art Criticism and Curatorial Studies (**Master en critique d'art et curatoriat**) and heads the «Contemporary Creations» track. An art critic, curator, and visiting professor at Paris universities, she has curated numerous exhibitions and written extensively on comparative aesthetics, history, memory, and the connections between poetics and politics in post-war Lebanese literature and art. Pr. Nayla Tamraz is an expert trainer at the Professional Training Center of USJ.

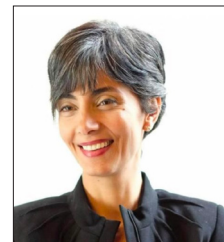
### MODULE 2: PROSPECTING, RESEARCHING AND ARTIST LIAISON (4 HOURS)

 **Trainer: Ms. Lina Kyriakos**

 **Dates: 11 & 13 March 2025**

By the end of this module, participants will be able to:

- Define what is an art space and its identity and mission (gallery, art center, art foundation, etc.)
- Create, develop, and maintain a pool of artists. Select the artists: coherence and complementarity.
- Build a trustful long-term relationship with the artists by:
  - Supporting in exhibition planning, museum relation and production
  - Turning from a representative agent to a personal coach
  - Determining commission between artist and art professional
- Engage the artist toward the art professionals:
  - Regular production of artwork
  - Response to client's requests
  - Exclusivity or priority in the allocation of new works



**Ms. Lina Kyriakos**

Ms. Lina Kiryakos is a prominent figure in the Lebanese art scene, recognized for launching and leading the Saradar Collection (2012–2019), one of the region's most respected contemporary art collections. Since 2020, she has directed Sfeir-Semler Gallery in Beirut, fostering collaborations with artists, collectors, and institutions. Her advanced education in economics, law, and curatorial studies, complemented by expertise in conflict resolution, underpins her strategic approach to art management. Ms. Lina Kiryakos is an expert trainer at the Professional Training Center of USJ.




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### **MODULE 3: ART GALLERY MANAGEMENT (6 HOURS)**

 **Trainer: Mr. Saleh Barakat**

 **Dates: 18, 20 & 27 March 2025**

By the end of this module, participants will be able to:

- Define what is a commercial art gallery and what are the different models of galleries.
- Explore the best creative tools for artworks curation and display inside an art gallery and in exhibitions.
- Understand what the operations behind the scenes are, in terms of coordination, project management, loans, artists contracts, art fair planning and team management.
- Learn the basics needed in accounting for efficient gallery management (control of financial resources, main tasks of the bookkeeping, etc.)
- Recognize best practices in archiving, collecting, and recording exhibitions' documentation, providing an up-to-date database to press and institutions.
- Learn the basics of an efficient inventory system in terms of controlling and documenting location and status of works, etc.
- Recognize the best practices in logistics from artwork production to client delivery (installing artworks, packing, crating, shipping, storage, safety and conservation, maintenance, etc.)



**Mr. Saleh Barakat**

Mr. Saleh Barakat is a prominent Beirut-based gallerist specializing in modern and contemporary Arab art. He founded Agjal Art Gallery (1991) and Saleh Barakat Gallery (2016), hosting extensive exhibitions and cultural events. He has co-curated major exhibitions, including retrospectives of renowned Lebanese artists and Lebanon's first pavilion at the Venice Biennale. As a lecturer at ALBA and speaker at institutions like Princeton and the British Museum, Mr. Barakat has contributed to fostering Arab art globally. He also serves on various cultural and academic boards, was a Yale World Fellow in 2006, and remains a leading advocate for Middle Eastern art. Mr. Saleh Barakat is an expert trainer at the Professional Training Center of USJ.

### **MODULE 4: COMMUNICATION, PUBLIC RELATIONS, ART NETWORKING AND ART MARKETING (6 HOURS)**

 **Trainer: Ms. Joumana Rizk**

 **Dates: 3, 8 & 10 April 2025**

By the end of this module, participants will be able to:

- Promote the artists and the artworks:
  - Advocating for institutional exhibitions and project-based opportunities
  - Building networks with further art spaces and artists
- Set the marketing, publicity and advertising strategies:
  - Relationship to press
  - Online platform and newsletters
  - Advertising in art magazines
- Establish public relations and sales strategies:
  - Setting prices for artworks
  - Building a strong Clients database
  - Recognizing Types of collectors and creating strong relationships
  - Setting personalized offers
- Explore Art fairs:
  - Gaining new markets
  - Cultivating and extending a network



**Ms. Joumana Rizk**

Mrs. Joumana Rizk-Yarak is a seasoned communications and public relations professional, and the Founder and Managing Director of MIRROS Communications since 2008. She specializes in crafting and implementing innovative communication strategies for public and private sectors, spanning media channels and corporate events. Her work includes arts and culture projects, as well as social and development initiatives across Lebanon, the region, and Europe. With expertise in the local and regional media landscape, she delivers tailored strategies that meet client objectives. She holds a BA in Political Science from HEPS, Paris, and a Master's in Marketing/Communication from ESA, Beirut. Mrs. Joumana Rizk-Yarak is an expert trainer at the Professional Training Center of USJ.



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## MODULE 5: LEGAL ASPECTS OF THE ART WORLD (4 HOURS)

 **Trainer: Me. Nada Nassar Chaoul**

 **Dates: 15 & 22 April 2025**

By the end of this module, participants will be able to:

- Understand the art law, ethical issues and cases in the art and the market.
- Set contracts and understanding the law jurisdictions.
- Recognize copyright, intellectual property and artists rights.
- Identify how to export artworks works in terms of understanding international regulations and conventions.
- Discover the authenticity and attribution works, how a work of art is authenticated, how to deal with forgery and fraud.



### **Me. Nada Nassar Chaoul:**

Me. Nada Nassar Chaoul is a Professor and Lecturer in Law with extensive experience in legal education and research. She published numerous scholarly articles and studies on various aspects of law. She is actively participating in several jurisdictional committees, contributing to the development and improvement of legal standards and practices. Me. Nada Nassar Chaoul is an expert trainer at the Professional Training Center of USJ.

## MODULE 6: ART INSURANCE (4 HOURS)

 **Trainer: Mr. Elie Saleh**

 **Dates: 24 & 29 April 2025**

By the end of this module, participants will be able to:

- Identify and analyse the specific risks associated with insuring valuable items such as fine art, including theft, damage, and natural disasters.
- Learn about the structures of fine art insurance policies, including coverage terms, conditions, and exclusions.
- Recognize appraisal and valuation processes essential for underwriting fine art insurance.
- Understand claims handling procedures relevant to fine art insurance.
- Explore risk management strategies, the role of security measures, and the importance of documentation in mitigating risks.



### **Mr. Elie Saleh**

Mr. Elie Saleh is the Property, Casualty and Marine Insurance Manager at LIA Assurex, a leading insurance company in Lebanon, with over 12 years of experience in the insurance market. His extensive expertise covers various aspects of property and casualty insurance, including coverage for valuable assets. Mr. Saleh's deep understanding of risk management and insurance solutions ensures clients receive comprehensive protection. Mr. Elie Saleh is an expert trainer at the Professional Training Center of USJ.




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## MODULE 7: FINANCIAL ASPECTS OF THE ART (4 HOURS)

 **Trainer: Pr. Maroun Khater**

 **Dates: 6 & 8 May 2025**

By the end of this module, participants will be able to:

- Learn how to analyse the art market components and pricing structures.
- Understand what the risks and rewards of art are funds.
- Learn what are the key elements in art investment.
- Discover the influence of new technologies and digital platforms on the future of art and finance.



### **Pr. Maroun Khater**

Pr. Maroun Khater is a Full Professor at Saint Joseph University of Beirut, with 23 years of expertise in corporate finance, financial markets, and family business. As Elective Courses and Masters' Second Year Coordinator, as well as Regional Coordinator, he excels in curriculum design, student engagement, and strategic initiatives. As a course leader for Financial Analysis and Family Business, his research in peer-reviewed journals and multinational consulting experience bridges academic excellence with practical applications. He is also a public figure and speaker in local and international channels. Mr. Maroun Khater is an expert trainer at the Professional Training Center of USJ.



**Assessment of this Certificate:** At the end of the program, the participants will be asked to do a project related to the modules they assisted and to present it in front of a jury.

At the end of the certificate, you will have the opportunity to do a guided visit in Lebanon to an art space (art gallery, art foundation and museum, etc.), to explore the concept and operations, and meet key art professionals in the art field.



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