



## The Master's Dissertation

During the third semester, students work on a project on a subject relating to their interests and career aspirations.

## Schedule

### Duration of the Programme

1 year full-time (FT) or 2 years part-time (PT)

Teaching takes place only during weekends, once (PT) or twice (FT) a month while written examinations commence on Friday afternoons.

## Admissions

Our admissions policy supports equality of opportunity. We are focused on building a student community from various backgrounds and national origin. To be considered for the "MA in Art, Law and Economy Programme", candidates are required to have:

- ▶ A good university degree from a recognized University
- ▶ Two academic references
- ▶ An English language certificate with a good score (Proficiency, IELTS, TOEFL or TOEIC)
- ▶ A personal interview may be required

## Ideal Career Path

The programme adopts a multi-disciplinary approach and is addressed to graduates of various academic backgrounds, who wish to specialize in the interrelation between art, law and the economy.

The programme supports students and professionals who aim for careers in:

- Academia and Research
- Art and Cultural Organisations (Art Galleries, Museums, Art Collections etc.)
- Auction Houses and Law Firms
- Organisations specialised in the Protection of Intellectual Property
- Public sector organizations involved in the management, legal protection, re-claiming and support of works of art

## The University

The **International Hellenic University (IHU)** is the first Greek **public** University where programmes are taught **exclusively in English**. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world. The IHU offers **full-scholarships** to exceptional prospective students.

## Where to find us

### School of Economics, Business Administration & Legal Studies

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UNIVERSITY

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MA in

Art, Law & Economy



## The Programme

The International Hellenic University “MA in Art, Law and Economy” aims at exploring and highlighting the functional interdependence between art, law and economy. Particular emphasis is placed upon the legal, financial and political considerations and the corresponding regulatory approaches implemented in Europe and elsewhere concerning the creation of works of art, their commercialization, the operation of the markets concerned, the function of Intellectual Property law at EU and international level, the protection of human culture and protection against unlawfully acquired works of art.

## Programme Structure

During the first term, full-time students are required to follow 3 mandatory core courses. During the second term, full-time students follow a further 3 core courses and 2 elective courses. Finally, during the third term, work is dedicated exclusively to the Master’s dissertation.

### The Core Modules

#### Unesco and the culture. The artist, his Work and his rights

- Theory on the International Organisation.
- Universal Protection of Human Rights. Techniques of International Human Rights Protection: Cultural Rights.
- Main roles and functions of UNESCO in the field of culture. UNESCO’s contribution to the protection of the world’s cultural diversity.
- UNESCO’s Conventions for the protection of culture (1972 WORLD HERITAGE CONVENTION, 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2001 Convention for the Protection of Underwater Cultural Heritage, 2003 Convention for the Safeguarding of the Intangible Cultural Heritage).
- Cultural diplomacy.
- Artist’s moral and intellectual property rights (1980 Vienna Convention, TRIPS Agreement, EU Regulations on contract law etc.).

#### Artwork Transactions. Legal aspects of international trade in Art

- The legal framework of the arts market.
- Laws governing art investment. Financing of museums. The role of art collectors.
- Law relating to artwork insurance.
- Auction rules. The international art auction industry.
- International law relating to the acquisition and disposal of works of art. Art loans. Sale contracts (different types of contracts concerning artwork transactions). Applicable law (Rome I Regulation, CISG).
- Transfer of stolen art. Torts and Applicable law. Application of foreign art law. The special problem of art taken by Nazis in WW II.

- The roles and responsibilities of artists and professional managers in relation to legal and related business issues. Liability of art dealers.
- Export procedure of objects of art and the protection of artists’ rights

#### Cultural property regulation and national and international heritage legislation. International protection of cultural property

- Notion of cultural property and distinction between cultural property and cultural heritage.
- Overall system of protection of cultural property and cultural heritage and the most important international treaties, the 1970 UNESCO Convention on the illicit import, export and transfer of ownership of cultural property, and the 1995 UNIDROIT Convention on stolen or illegally exported cultural property.
- The role of the European Union Law for the protection of cultural property (e.g. the free movement of goods and the ‘national treasures’ exception, Regulation 3911/92 (repealed by Regulation 116/2009), Regulation 752/93 and Directive 93/7/EEC).
- Greek Law 3028/2002 on the Protection of Antiquities and Cultural Heritage in General- Law 3658/2008 on Measures for the Protection of Cultural Goods and Other Provisions.
- The role of soft law instruments, like codes of ethics developed by UNESCO, ICOMOS and other international organisations and NGO.
- International institutions and organizations in the area of cultural property protection.

#### Settlement of disputes

- History, national and international law and the marketplace related to Cultural property disputes.
- Cultural Property Disputes. Law relating to the settlement of disputes concerning cultural objects. Traditional court litigation and alternative dispute resolution.
- Jurisdiction (USA, Europe Brussels I-Regulation Recast 2012, Lugano Convention, Brussels Convention, National Law).
- Judicial Recourse and Alternative Dispute Resolution (ADR) -Types and forms of ADR (Arbitration, Mediation, Conciliation and Good offices, Inquiry and fact finding, Negotiation, etc.).
- (Cultural Diplomacy).
- The Role of International Organizations and Other Institutions in Cultural Property Disputes.
- Key Provisions ICC Arbitration Rules. ICOM-WIPO Art and Cultural Heritage Mediation Program. Directive 2008/52/EC on certain aspects of mediation in civil and commercial matters. Mediation - European Code of Conduct for Mediators. WIPO Form for a Mediation Agreement. Washington Principles 1998.

#### Copyright Law

- Rationale for copyright protection.
- European, international and comparative law. Three levels of protection for IP and how they interact: national, European Union and international protection (e.g. The 2012 Beijing Treaty on Audiovisual Performances, The 1996 WIPO Copyright Treaty (‘WCT’), The 1996 WIPO Copyright Treaty (‘WCT’), The Treaty on the Functioning of the European Union (TFEU) and the free movement of goods, European Union Directives).
- Greek Copyright Act 2121/1993.
- Basic international fora (EU, WTO, WIPO and UNESCO).
- Copyright with regard to arts and cultural property.
- Contemporary copyright issues of particular topicality (internet, public domain, human rights).

#### Arts Management

- The contemporary art market: structure, stakeholders and rules.
- Management practices and trends within the international contemporary art market. Management tools: (SWOT analysis, Business Plan, Notions of project management).
- Interactions between artists, collectors, museums, auction houses and galleries.
- Art prices.
- Art as an investment.
- Organisation and management of art shows/fairs/exhibitions.
- Financing and fundraising.
- Arts marketing.
- Cultural and creative entrepreneurship. The artist as entrepreneur.

#### The Elective Modules

- International protection of cultural property in the event of armed conflict
- Competition Law and Intellectual Property Rights. Technology and Intellectual Property
- WIPO Copyright Treaty. WIPO Performances and Phonograms Treaty
- Legal problems of architecture design, photography and other artifacts (especially in digital form - multimedia)
- Arts management applications
- Greek Monuments of World Cultural Heritage