



### The Elective Modules *(students choose two)*

- International protection of cultural property in the event of armed conflict
- Competition Law and Intellectual Property Rights. Technology and Intellectual Property
- UNESCO: Its Contribution to the World
- Legal Problems of architecture design, photography and other artifacts (especially in digital form - multimedia)
- Arts Management Applications
- Marketing for Cultural Organisations

### 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.

Teaching of courses can either take place in a classroom or/and through distance learning as defined by current relevant legislation.

### 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 Arts Management 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 arts management.

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 specialized 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

International Hellenic University Campus  
14<sup>th</sup> km Thessaloniki - Nea Moudania  
57001 Thermi, Thessaloniki  
Greece

T +30 2310 807529, 807563, 807520  
F +30 2310 474520  
E [admissions@ihu.edu.gr](mailto:admissions@ihu.edu.gr)

[legal.ihu.edu.gr](http://legal.ihu.edu.gr)

Hellenic Republic



INTERNATIONAL  
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MA in

Art Law and  
Arts Management



## The Programme

The International Hellenic University “MA in Art Law and Arts Management” aims at exploring and highlighting the functional interdependence between art law and arts management. 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 legal practices and trends within the contemporary international digital art market, 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 5 mandatory core courses. During the second term, full-time students follow a further 2 core courses and 2 elective courses. Finally, during the third term, work is dedicated exclusively to the Master’s dissertation.

## The Core Modules

### The Artists, their Works and their Rights

- The legal notion of artists and their work according to International and European Treaties.
- The legal and economic context of the artists’ works.
- The national law and international conventions related to the protection of the artists’ work.
- The roles and responsibilities of artists in relation to legal and related business issues.
- The latest developments in law and practice relating to artists’ rights.

### 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

## Digitality and the Arts

- The legal framework for Online Art/ Digital Art Market/ Digital works of art in museum collections.
- Ethical and legal problems of online art and privacy.
- Fraud in online art purchases and sales.
- Legal practices and trends within the contemporary international digital art market.
- Management of cultural heritage works in the digital age.

## 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.

## 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 NGOs.
- 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.

## Elective Modules and Master Dissertation -->