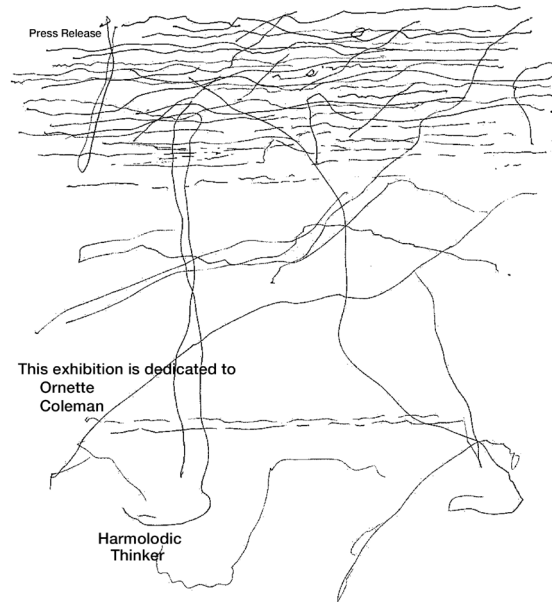
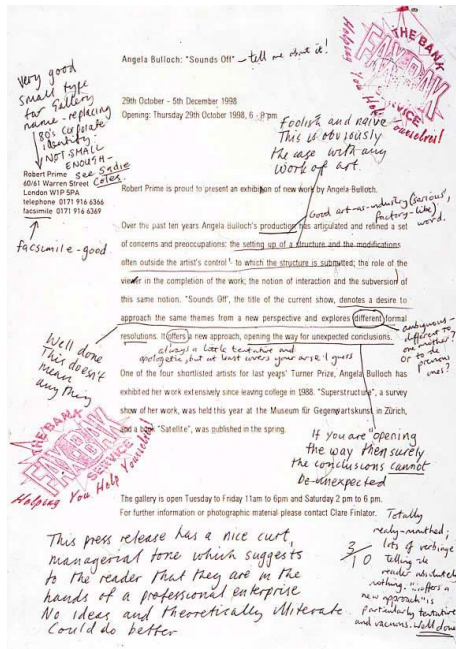


ARTH 389W

Practical Writing in Art History: Museum and Gallery Communications

Mondays, 4:00 – 6:30 pm (Online)



Left: BANK (Simon Bedwell, John Russell and Milly Thompson), *Fax-Bak Service*, 1998–99;
Right: Press release for David Hammons’ solo exhibition at Hauser & Wirth, Los Angeles, 2019

Who is arts writing for? How do museum and gallery employees use writing to promote exhibitions and events, and to communicate the significance of these events to different (and diverse) audiences? How do exhibition teams create labels, texts, and programs for different audiences? How do gallerists and arts education coordinators obtain funding for exhibitions, lecture series, performances, and educational opportunities? Finally, what are the politics of arts writing, and how does the practice relate to the hierarchies of the art world?

In this course, we will analyze and practice the kinds of writing used in careers in galleries, museums, and other arts organizations. We will also discuss new forms of digital communication used by arts professionals in a variety of contexts. Through weekly colloquia and workshops, you will hone your skills in professional writing, with particular attention paid to effectiveness in articulating a point of view. Our meetings will include sessions with museum and gallery professionals focused on crafting grant proposals, press releases, social media and marketing plans, and exhibition wall texts and labels. The course will culminate in a final project for which you will produce the complete marketing plan, portfolio, budget narrative, and associated texts for an exhibition or other public arts-related event. Although this course is designed specifically for students interested in careers in galleries, museums, and arts nonprofits, you will obtain the same skills necessary for careers in heritage preservation, arts writing and journalism, and other related cultural fields.