



Institut d'Études Supérieures des Arts

fully recognized by the French Ministry
of Culture and Communication

Paris . London . Brussels . Florence

- > art market
- > heritage promotion
- arts events management
- > multimedia

IESA, is...

creating,
communicating,
promoting

an academic establishment offering
vocational training in the art market,
heritage, art events and
multimedia publishing

fully recognized by
the French Ministry of Culture
and Communication
since 1998

> each student is shadowed
by a professional who guides them
throughout their training.

> access into the international market in
partnership with the Wallace Collection,
in Paris, London, Brussels and Florence.

> an IT network with more than 200 PC,
multimedia equipped rooms,
a powerful server.

> iesanetwork.com, an interactive service
for students and companies:
E-mail accounts, on-line CVs, E-learning...



original pedagogical approach

Taking the object as starting point:
skills are developed through a practical,
hands-on approach involving real projects
and placements in companies throughout the course.
It is through this method that the IESA has trained
more than 6 000 alumni in eighteen years.

qualified training

Ratified by the French government since 1991 the IESA
qualification is now **the equivalent of a BA** specialised
in the art market and cultural events management.

professional projects

> Through meetings with creators and professionals, students
have the opportunity to **produce large-scale events**
– exhibitions, fairs, festivals and symposiums...
> The projects are realized by small groups of students from
the three departments – a strength unique to the IESA course
where the success of these substantial projects comes about
through the **sharing of diverse skills**.
> From the initial conception of the project to its realization,
students develop every aspect using communication tools
and strategies.
The access to multimedia applications allows them
to come up with extensive communication and media
supports: websites, interactive information posts,
DVD, CD-Rom...

graduate course

● active training for young students

- > academic learning
- > dynamic projects
- > professional placements

| training in three years | entrance into the third year for those with an honours degree | 3 days study 2 days work placement |

The graduate course combines theoretical learning and its practical application in the realization of events throughout the year. The structure of study and work placement helps prepare the student for a smooth transition into professional life.

art market

you learn...

- > history and examination of works of art
- > sales and management of heritage items

...to become

experts, auctioneers, art and antiques dealers, curators of exhibitions

after the graduate course...

take a 4th year to specialize in

- > history and business of art and collecting European course in London, Paris, Brussels and Florence
- > multimedia communication
- > promotion of outdoor heritage sites

postgraduate course

● active training for adults and young graduates

- > a project approach
- > methodology and expertise

| training in 1 year | honours degree or equivalent |

Each department of the IESA offers the route of the professional Postgraduate diploma. It lasts one year and through real productions leads to a professionally approved qualification.

■ art market

- > expert studies on works of art and market practice

■ art events management and heritage promotion

- > promotion of historic houses and gardens
- > E-communicating

■ multimedia

- > multimedia design and realization (web, CD-Rom, DVD...)

european postgraduate

history and business of art and collecting

| training in 1 year | honours degree or equivalent |

| 3 months in Paris and London | 1 and a half months in Florence and Brussels |

In partnership with the Wallace Collection, and the collaboration of the Horta Museum and the town of Florence, the IESA is breaking new

multimedia publishing and communication

you learn...

- > analysis and treatment of the media,
- > design and making of a global communication strategy (print, web and off-line)

...to become

publishing executive, multimedia designer, head of communication, producer

ground at the heart of European culture.

This original and innovative course revives the tradition of the European Grand Tour in today's art world and offers the students the unique opportunity to immerse themselves in an international context, both culturally and professionally.

study in employment

● specialised studies for adults employed or unemployed training is taking the time out to improve your skills

Most of the IESA courses are available as professional training qualifications as well as, under certain conditions, training for job seekers.

The strengths

- > modular course: 18 to 1200 hours
- > a personalised course according to yours needs and your work life

■ art market

more than 70 training courses ranging from introduction to specialisation in authentication of works of art in their legal and tax environment.

■ art events management heritage promotion

- cultural engineering in a choice of 5 modules
- > creating, organising, promoting an event
- > promoting outdoor and cultural tourism
- > putting culture on the web E-communication

heritage promotion arts events management

you learn...

- > events organisation and public relations
- > appreciation of natural and cultural heritage

...to become

head of communication, exhibition, festival or fair curator and manager, events producer

- > museums and heritage

related items :

- marketing and management
- > gardens, landscape (6 academics)

■ multimedia

modules of realization and management

- > webmarketer
- > webdeveloper
- > off-line producer
- media modules
- > webdesigner
- > multimedia video
- > 3D animation

part-time training

A 2-year or a 6-month multimedia course is available to students under 26 and to young employees wishing to become web masters or web developers.

The advantages

- > 2 days of training, 3 days in a company
- > a salaried job and financed study

● part-time training in 1 or 2 years

- > webmaster, webmarketer

mission: realization, production and management with programming and advanced graphic solutions.

● part-time training in 6 months

- > webdeveloper

mission: overhaul of a company's website (database, developed graphics...)

graduate courses 3 > 4 years

part-time

24 months

art market

arts events management heritage promotion

multimedia communication and publishing

webmaster webmarketer

entry for degree or equivalent	1st year > expertise in works of art > history of art and law > research methodology			1st year observation of the visitors' habits in museums and theatres			1st year media project approach productions > print, web and off-line			1st year design and realization of a html website		
	2nd year furniture works of art		2nd year painting graphic arts		2nd year > study of the development of cultural sites > exhibition production		2nd year information management publishing > print, web and off line (advanced)		2nd year dynamic web site with marketing management			
	3rd year furniture works of art		3rd year painting graphic arts		3rd year > events > creation, organization, communication, production		3rd year publishing chain communication plan using all media		1st > 3rd month assessment of the company's web site			
									4th > 6th month upgrading of the company's site			
									2 days study 3 days in company			

IESA certificate
 ratified by the State as a degree equivalent

professional qualification

postgraduate courses 1 year



since 1985...

1985

> IESA is founded by Françoise and Jean-Marie Schmitt at Rue du Faubourg St-Honoré.

1987

> Art Nouveau Symposium in conjunction with the Royal Art and History Museums and the Metropole Hotel in Brussels.

1988

> training agreement with the Government Office Against Art Theft.

1989

> International conference on the protection of Southern European heritage articles in Zaragoza.

> training agreement with insurance company experts

1990

> art market graduate course.

> first seminars on textile art, industrial and aeronautical heritage.

> CEOAM, the Ecole des Antiquaires, joins IESA.

1991

> the State ratifies the IESA qualification (J.O. du 13/01/91 et du 21/12/96).

1992

> the first evening of the patronage to the National Museum of the Middle Ages (Paris Antique baths).

1993

> opening of the department of arts events management.

1994

> training agreement with Sotheby's Educational Studies in London.

> creation of www.iesa.fr, IESA's website.

> creation of the multimedia department and gallery, a unique training and exhibition centre in Europe.

1995

> IESA transfers to 5 Avenue de l'Opéra.

> first cycle "gardens-landscapes-environment".

1996

> IESA initiates the first auction sale of a virtual work of art by Fred Forest.

> symposium "the Cultural Development of France" in partnership with DATAR.

1997

> "French Furniture of the 18th Century", CD-Rom in collaboration with Robert Métais, expert.

1998

> IESA is fully recognized by the French Ministry of Culture and Communication (J.O. du 10/07/98).

1999

> the multimedia production team creates a web site for the "Journal des Arts" and a virtual gallery for UNESCO.

2000

> **arts events management graduate course.**

> creation of the Universities of Tea and Chocolate.

2001

> "Spring for Museums", CD-Rom in partnership with the D.M.F.

2002

> the TimTamTom website for the Etam group by the multimedia students.

> interactive information post in the first contemporary art exhibition at the Guimet Museum by the multimedia students.

2003

> **ratification of IESA certificate as the degree equivalent** (J.O. du 27/03/03).

> **promotion of outdoor heritage sites**, new option for postgraduate course in management of cultural projects.

> exhibition "Les Passeurs de Lumiere" at the International Centre of Stained Glass

Windows at Chartres, interactive information post developed by the multimedia students.

> IESA is a member of the editing committee of the French Ministry of Culture and Communication's web portal.

> exhibition "Art Craftsmen from A to Z" by students of the three departments at the Town Hall of the 1st district of Paris.

> **multimedia publishing and communication graduate course.**

> exhibition on the 7 Deadly Sins in St-Germain des Prés subway station.

2004

> **European postgraduate** in partnership with the Wallace Collection in Paris, London, Brussels and Florence.



Françoise and Jean-Marie Schmitt directors

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