



The International Business School for the 21st century.

Art Business and Visual Arts

Summer Course

*An extensive program to learn
the visual arts and the art of business
to establish a successful brand
in the world of Art*

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ART BUSINESS AND VISUAL ARTS
Summer Course

“There is a new culture at ESE. It is a culture that encourages innovation, creativity and philosophy; it recognizes personal initiative as well as individual and collective accountability. It calls for improved outcomes and heightened productivity. It is a culture that demands we be models of ethical behavior and integrity. A culture committed to growth and improvement.”

Elio D’Anna

Founder and President
European School of Economics



A New Man

A new species, completely transformed is about to appear on the scene. A new man, the “vertical man” is the man that has broken the psychological vortex and the old ways of thinking that have imprisoned the old humanity. The new man has a complete psychology, free from conflicts and that does not see only through opposites but sees reality made up of different layers: the levels of being. The central role that education will have in the new era of man must be deepened and this is vital for the survival and evolution of our civilization. New schools and universities that are able to express a system of vital ideas are needed in order to prepare this new species, a governing class free from conflicts, businessmen and managers capable of redefining the central concepts surrounding ethics, the economy and spirituality, a generation of leaders that are able to harmonize the seemingly apparent antagonisms of all time: economics and ethics, action and contemplation, financial power and love.

“I have dreamed a School that believes that happiness is economy.....that only a man who dreams can create wealth..... a School where a new generation of leaders will learn that economics is the Art of Dreaming...”

Don’t Stop Dreaming!

ESE has the ‘dream’ of a happy and free humanity, of a truly rich economy. It is not the resources of the planet that are limited, but humanity itself - its limited vision and incomplete psychology keep it from extending wellbeing to every individual, organization, culture and civilization.

Like in a cosmic laboratory, in the six ESE centers, from London to Milan, from New York to Rome, and from Florence to Madrid, a formula for undergraduate and graduate study has been elaborated to prepare, in politics as in economics, a new generation of leaders, incorruptible men, capable of facing, like warrior-monks, the

challenges fast approaching our civilization. The academic excellence, the internationality, the pragmatism, and the comprehensive placement program realized together with the biggest companies in the world aren’t enough. A philosophy, ethical guidelines and moral principles – the vision of a leader are essential. One day all organizations, from the smallest businesses to the huge multinationals will have at their helm a philosopher of action, a pragmatic dreamer, a luminous visionary who has taken care of his own integrity, who knew how to believe in the impossible and make it concrete.

“Doing what you love is the very principle of having success in life.”

Elio D’Anna

Founder and President ESE





*About ESE & FAA:
ESE and FAA are highly
esteemed European institutions
that offer that offer highly
coveted courses in a wide
variety of disciplines.
They have committed
themselves to the cause of
quality education through
modern teaching techniques
and practical experience.*

Florence, Italy

This summer, the European School of Economics (ESE) and The Florence Academy of Art (FAA) have come together to forge an unconventional partnership to offer students of the visual arts a truly unique learning experience.

They will be offering a 4-week summer intensive programme and an optional 3-month internship that will help students learn about the creative as well as the business aspects of art.

The Summer Course in Art Business and Visual Arts will have a duration from 2nd till 27th of July 2018, classes will be divided between ESE campus in Borgo Santi Apostoli, 19 - 50123 and FAA campus in Via Aretina, 293 - 50136 Firenze FI .

ESE and FAA are both reputed institutions of excellence renowned for training professionals who are not just nuanced artists, but also innovative leaders, with the potential to revolutionize the art market. It is a lovely coincidence that this programme will be conducted at the heart of the Renaissance city of Florence, itself. It's only befitting since this is another revolution in the world of art.

For more information on the courses, faculty or the admission process at ESE, please visit www.europeanschoolofeconomics.com and for FAA, please visit www.florenceacademyofart.com

PROGRAM

The Summer Course in Art Business and Visual Arts, has been carefully designed to touch upon on all the important components of visual arts and business management. In this program, FAA is the partner responsible for taking students of all levels through a series of exercises aimed to develop their skills in visual art, while ESE will help the students see the business side of things.

FAA will offer program students the following fine art workshops:

- Figure Drawing, the Academic Method
- Painting the Figure in Oil
- Portraiture, Techniques and Traditions
- Still Life Painting
- Figurative Sculpture
- Landscape Painting human anatomy

Students will take inspiration from the masterpieces around them by exploring museums and galleries in Florence. The course will push students to visualize life as art. Their creativity will be stimulated, and they will gain confidence in expressing their artistic sensibilities. There is no greater skill for an artist than to learn to think freely and give form to his or her ideas.

CREDITS

The FAA university credits that students will earn upon completion of the course are accredited by the National Association of Schools of Art and Design (NASAD). Once the students have honed their art skills, the summer programme switches the focus onto their business acumen. This is where ESE comes into the picture. Through its sessions, ESE offers students a taste of the art market. The subjects offered by ESE include:

- Art Marketing & Business
- Cross Cultural Communication
- E-Business & E-Commerce
- Fundraising
- Leadership and Philosophy





ESE CENTERS

STUDY, TRAVEL & WORK
IN THE WORLD'S MAJOR CAPITALS



LONDON

ESE LONDON

4/11-13 Mandeville Place
London W1U 3AJ
Tel: +44 020 377 803 03
SKYPE: e.s.e.
info@eselondon.ac.uk
europeanschoolofeconomics.com

NEW YORK

ESE NEW YORK

725 5th Avenue
19th Floor Trump Tower
New York, NY 10022 - USA
Tel: +1 212 759 1000
Fax: +1 212 759 1188
info@ese.edu
ese.edu

MADRID

ESE MADRID

Calle Serrano Anguita, 10
3º Derecha - 28004 Madrid
Tel: +34 91 737 75 92
Fax: +34 91 565 41 44
info@esespain.com
esespain.com

MILAN

ESE MILAN

Via Tortona, 27
20144 Milan - Italy
Tel: + 39 02 365 04 235
Fax: + 39 02 365 04 236
ese.milano@uniese.it
uniese.it

FLORENCE

ESE FLORENCE

Borgo Santi Apostoli, 19
50123 Florence - Italy
Tel: + 39 055 21 70 50
Fax: +39 055 26 47 515
ese.firenze@uniese.it
uniese.it

ROME

ESE ROME

Via della Cordonata, 7
00187 Rome - Italy
Tel: +39 06 48 90 66 53
Fax: +39 06 48 98 90 05
ese.roma@uniese.it
uniese.it