

**LABA**  
**VALENCIA**

SCHOOL OF ART  
DESIGN  
& NEW MEDIA

MASTER'S IN  
PROJECT CREATION &  
ART PROFESSIONALISATION

# MASTER`S IN PROJECT CREATION & ART PROFESSIONALISATION

- + Dates: starting 15th November 2021 to 30th June 2022, option of handing in final project on 30th September 2022.
- + Location: on-campus, LABA Valencia facilities and at different museums, companies and institutions.
- + Timetable and duration: afternoon/evening Monday to Friday. Total of 600 hours, 450 teaching hours and 150 for the final professional project.
- + Aimed at: graduates in Fine Arts, Design, Art History, Philosophy, Architecture, Advertising, Communication and anyone who would like to improve their knowledge in the creative industry and the latest art trends.



## Description

The Master`s in **Project Creation and Art Professionalisation** LABA Valencia, is a theoretical-practical master`s designed for **artists, designers and independent professionals in the creative industry**, who would like to specialize and train through a completion of a project which would enable them to develop as a professional artist, curator, critic, art gallery manager, art manager and art mediator.

Our goal is to make a positive change in the postgraduate demand, which often does not cover the real needs in the professionalisation of the creative sector industry. A sector which is in constant change that requires active and flexible professionals who are continuously up to date. The professionals who make up the faculty of the master`s offer a unique opportunity to come into contact with a wide range of companies, museums and institutions in this sector, as well as access to well-known artists, designers, gallery owners, art directors, historians, art managers, art mediators, curators, experts in the field of art, marketing, communication and social media, economists and specialized lawyers.

**The methodology** is focused on direct contact and the relationship with the main agents of the creative industry. This will allow to generate significant collaborations through work experience, workshops, events and learning experiences, experimenting and networking.

### The program will be concluded with:

- + The **Pitch Project**. An event where you will have the opportunity to display your project to highly prestigious professionals in the field of business, art and design.
- + **Two art or design projects** will be selected, which can then be displayed at the **Espai Tactel Art Gallery** and at the **Disseny Florence Week** in Italy.



## **MODULE I. Business, tools and communication in the creative industry.**

Coordinator María Tinoco

- A. BUSINESS MANAGEMENT
- B. TOOLS
- C. SOCIAL MEDIA AND COMMUNICATION MANAGEMENT

The legal, management, financial, business and copyright aspects, which are fundamental for any entrepreneur, employee or self-employed person, will be detailed in this module. We will work on the development of a thorough professional profile, with a professional file which can then be used as a cover letter. In order to achieve that, we will work with key elements such as: text development, editorial design, production of studio photography, website creation and social media management.

## **MODULE III Projects.**

Coordinator Juan Luís Toboso

- A. RESEARCH AND ARTISTIC CONTEMPORARY BASIS
- B. PROJECTS
- C. COMMISSION

The aim of this module is for students to be able to create personal projects derived from the base of conceptual research, production methods, different materials, originality, and the space where it will come into fruition etc.

The projects will be made to be developed individually. However, various methodologies in the development of projects in teamwork will be taught. All the different projects will have the guidance of a professional.

As for personal instruction, we will work on designers and artists' projects, commission, cultural management, exhibition projects, opening of new venues etc. In a physical and digital field at a local, national and international level.

## **MODULE V. Professional master's project .**

The Development of a personal project, supervised by an expert in the subject and professional field chosen by the student. The aim is to apply and practice all the knowledge and experience learned and gained throughout the master's by making a real project. Students will count on the guidance and advice of lecturers, professionals and those collaborating with the master's. The professional project must be submitted in July, with the option of submitting and presenting it in September along with the Pitch Project.

## **MODULE II. The market and design and art agents.**

Coordinator María Tinoco

- A. THE ART MARKET
- B. NETWORKING: PROFESSIONAL PROFILES OF ART

The current art market will be analysed in this module, its evolution and behaviour through economic concepts; the different variables which affect its value will be identified in order to understand how prices are fixed in the market. In addition, we will learn how to set a price on a work of art.

The different types of contractual documents between artist, and institutions and galleries will be analysed. Networking will be carried out by analysing the main professional profiles in order to know when, how and with whom it is necessary to associate with in the field of art. This will be done in real sessions with gallery owners, art managers, design studios, institutions and other professional entities.

## **MODULE IV. Experimental work experience: practical training, guidance and collaborations.**

Coordinator Guillermo Ros.

- A. PRACTICAL TRAINING, GUIDANCE AND COLLABORATIONS.
- B. SPECIFIC WORKSHOPS FOR EACH MODULE.

This is a cross-curricular module which will enable to reinforce and broaden what was covered in other modules applying it to real situations and venues. This work experience is based on guiding the students to achieving their goals whilst tutoring them in their individual training. The feedback given by lecturers and outside professionals will be one of the key methodologies along with the opportunity of visiting studios and venues in the creative field. Finally, there will be workshops and conferences given by experts in the field.

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For more information  
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## ■ Management

María Tinoco. Director of the master`s  
Assistant director at LABA Valencia. School of Art,  
Design & New Media

Guillermo Ros. Assistant director of the master`s

## ■ Faculty

María Tinoco. Expert in the art market, judicial expert appraiser  
and gallery owner

Jorge Seguí. Manager of Jorge Seguí Consultants

Salvador Silvestre. Lawyer expert in Digital Law and Intellectual  
Property.

Mirjam Hillenius. Expert in European projects (FP5, FP6, FP7,  
AAL, H2020, EIP-AHA, EIT-Health, Erasmus +, Creative  
Europe).

Andrea Contino. Expert in European finance. Manager of LABA  
Valencia. School of Art, Design & New Media

Daniel Tejero. Lecturer of sculpture, manager of the Art  
Research Institute and the Department of Art at the UMH

Blanca Crovetto. Graphic designer

Álvaro de los Ángeles. Critic and independent curator

Dídac Ballester. Designer and manager at Dídac studio

Handshake and Handshake Books. Graphic design studio

Alberto Feijóo. Photographer and artist

Oscar García. Co-founder and manager of the Contemporary Art  
Platform

Ismaël Chappaz. Manager of Espai Tactel Gallery

Alicia Ventura. Manager of Arte Ventura Management, curator  
and manager of the DKV collection.

Carlos Sáez. Artist

Juan Luís Toboso. Curator, researcher and lecturer

Alejandra López Gabrielidis. Philosopher specializing in Art and  
digital technology

Paco Sanchís. Architect and manager of the Enne studio

Ali A. Maderuelo. Curator, designer and co-founder of A10

Carles Àngel Saurí. Art mediator, curator and co-founder of Pols  
Mathieu Mercier. Artist

Diana Guijarro. Curator, researcher and lecturer

Julia Castelló. Curator and co-founder of A10

Inma Femenía. Artist

Paco Chanivet. Artist

Guillermo Ros. Artist

Ángel Masip. Artist