

Title	Art and the creative industries I. / Art world
Codes	M-DM-102-2 / ER-ADM-MA-262701-03
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
seminar	5	24	51	ADM mandatory	2026 fall	M-DM-102

Recommendation
Mandatory for ADM1 students.
Passing on fundamental knowledge of the field of contemporary art and design (for profit, non-profit, galleries, museums, international art fairs) with a critical aspect. Useful for anyone who wants to know more about the main cultural institutions, with a special focus on Hungary.

Short description
Understand the workings of galleries, museums and cultural institutions in the art world, their exhibition concepts, operational logic and decision-making context. The class offers an overview of the art market and of the design-related segments of the creative industries regarding their structure, the actors' diverse interests as well as their relations to each other.

Teachers			
Name	Contact information	Short BIO	Office hours
Teacher 1	Anna Sidó	https://mome.hu/hu/emberek/sido-anna	by appointment

Course scheduling			
Course format		Weekly class appointments	
Weekly class, 12 weeks, 2x40 min		Tue 11:30-12:50	
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1	08.09.2026.	Introduction, discussing the topics for the semester.	classroom

2	15.09. 2026.	Mapping the cultural institutions - Personal experience	classroom
3	22.09.2026.	Typology of Art Institutions	classroom
4	29.09.2026.	Museums, art collections, strategies, exhibitions I.	classroom
5	06.10. 2026.	Museums, art collections, strategies, exhibitions II.	classroom
6	20.10.2026.	Non profit Galleries, roles, research methodology I.	classroom
7	27.10.2026.	Non profit Galleries, roles, research methodology II.	classroom
8	03.11.2026.	Hybrid Art Organizations	classroom
9	10.11.2026.	Important international cultural exhibitions, art events, art fairs such as Venice Biennale, Documenta II.	classroom
10	17.11.2026.	Presentations	classroom
11	24.11.2026.	Presentations	classroom
12	01.12.2026.	Presentations	classroom
13			
14			
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Requirement 1 - Class attendance	teacher's assessment	Active participation, punctuality and attendance, frequency and quality of comments, co-operation with others, listening in class, being active, asking questions and making comments.	During the whole semester	25
Requirement 2 - Doing small tasks in the classroom or as a homework assignment	teacher's assessment	punctuality	According to an agreed schedule during the semester	20
Requirement 3 -Give a presentation	teacher's assessment	Thoroughness of preparation, clarity of presentation, comprehensibility, reflective approach to the lessons.	According to an agreed schedule during the semester	30
Requirement 4 - essay (1,5-3 pages)	teacher's assessment	Critical analysis, use of arguments, original ideas and analysis aspects.	According to an agreed schedule during the semester	25
General requirements				
Class attendance				

Course materials and literature

Mandatory literature
- Szántó András: The Future of the Museum: 28 Dialogues, 2021.
Course notes and presentations
Recommended literature

Learning outcomes	
Knowledge	They are familiar with the most important national and international galleries, museums, biennials and non-profit organisations in the field of contemporary art and design. They have a confident knowledge of the historical and basic theoretical background of art and design galleries, museums and art fairs, as well as the factors that determine their operation and strategic aspects today.
Skills	Ability to synthesise different professional perspectives, in particular to reconcile the perspectives of managers, administrators and professionals of design/art institutions with the expectations and interests of the wider community of participants.
Attitude	The student is committed to an in-depth and multidisciplinary knowledge of the literature in his or her field. By synthesising the results of this knowledge, he or she is open to traditional and innovative trends in creative and cultural funding and institutional management. He or she approaches institutions and art projects with an open and professionally aware approach.
Autonomy and Responsibility	The students think in a responsible way about art/design projects and institutions in their field. He or she represents the views of his or her discipline in a responsible and professional manner, both individually and as part of a team.

Exemption
No exemption may be granted from participation in, or completion of, the course. Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-102	M-DM-102-1	50%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
-	Yes/No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?

Other information, comments
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