



Investment or Passion? A guide to  
navigating the art market

PROGRAMME

22 · October · 2024

6:30 to 8pm

TALK

María Sancho-Arroyo

In conversation with

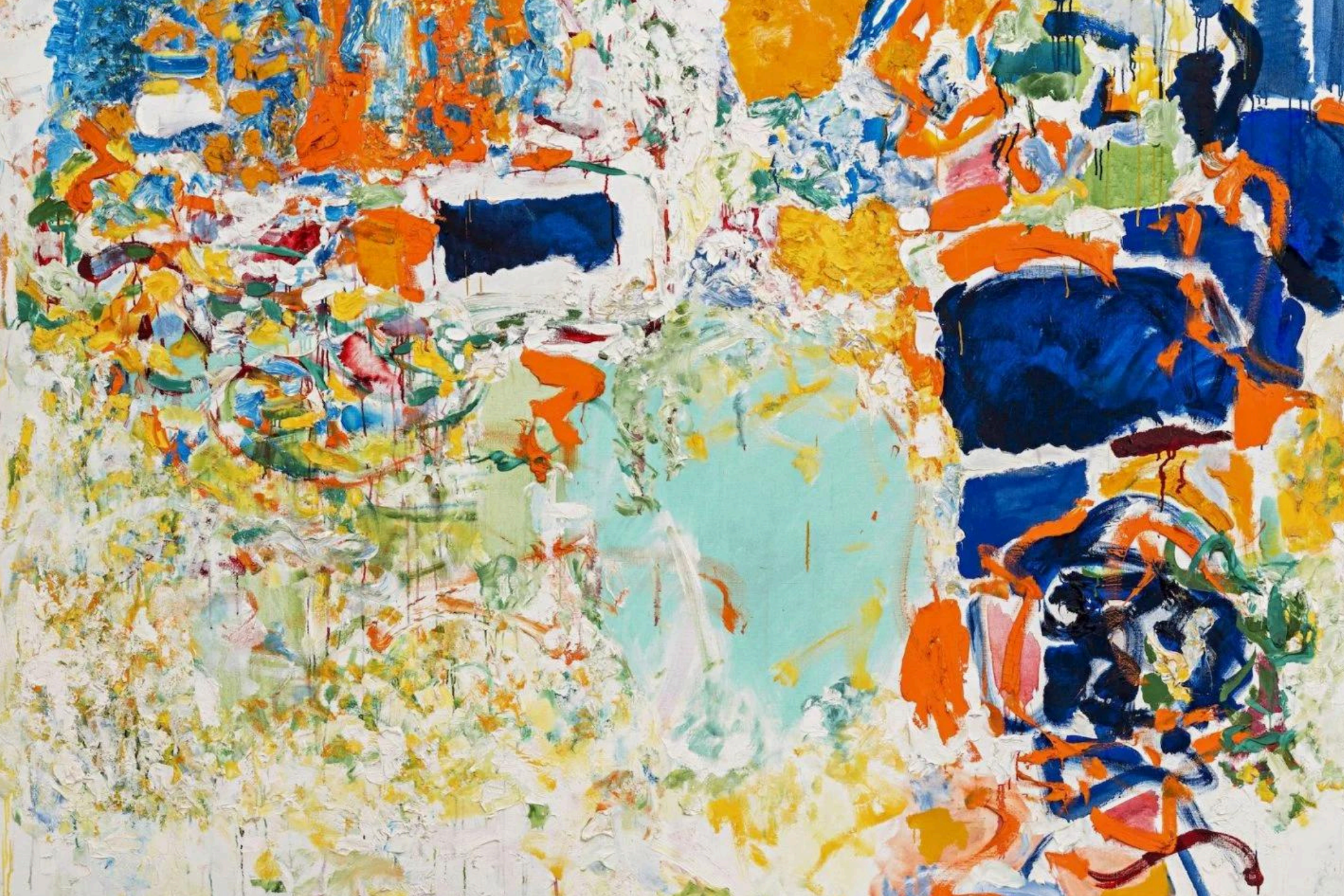
Juan Várez

Q&A

Closing words

At the end of the talk, there will be a small cocktail (8 – 9pm)





Joan Mitchell, "Noon", circa 1969

# Investment or Passion? A guide to navigating the art market

On October 22nd, María Sancho-Arroyo, adjunct Professor at Sotheby's Institute, New York and an art market expert with more than 30 years of international experience, comes to ADA for the launch of her book; "Investment or Passion? A guide to navigating the art market".

This is the first textbook written in Spanish which provides an in-depth analysis of how today's art market operates. Maria was prompted to write this book having noticed that there was a shortage of literature on the workings of the international art market written in Spanish, in contrast to the wide availability of books on the subject available in English.

Her book is based on the course "Navigating the Art World" which Maria has been teaching at Sotheby's Institute in New York for the past six years and delves into the complex dynamics of art collecting. It is a detailed guide to understanding how the art market works and addresses topics such as the particularities of different sales channels (auctions and galleries), art as an investment and the impact of museums on the market. The final chapter focuses on collection management, an understanding of which is essential for collectors to maximize the potential of their works.

This book is an excellent guide for those who wish to enter the art market, whether as buyers, sellers, future professionals or simply out of personal interest.

Maria will be in conversation with Juan Várez, collector and former President of Christie's Spain.



## María Sancho-Arroyo

María is an adjunct Professor at Sotheby's Institute in New York and an art market expert with more than 30 years of international experience, first at museums (National Museum of Catalan Art in Barcelona and at the Louvre in Paris) then at Sotheby's auction house in London. During her time at Sotheby's, she gained experience in all aspects of the auction world with a focus on business and client development. She has participated in numerous auctions and has worked closely with all of Sotheby's European offices.

Maria lectures regularly on art market trends at Sothebys Institute in London and New York, Georgetown University, Tsinghua University (China), Centro Universitario (Mexico), Art fairs and other venues across the globe. She is a regular contributor to the "Giornale dell'Arte", the Italian edition of the Art newspaper and has written for other privately published art magazines.

She is fluent in Spanish, Italian, French and English and is currently teaching a postgraduate course on 'International Art Markets', and 'An Introduction to the Metaverse in the Art World'. She also teaches on an online course entitled 'The Art of Buying and Selling at Auction', in both the English and Spanish.



## Juan Várez

Juan Várez Benegas, graduated in Law from the Univerisdad Complutense of Madrid and holds an MA in Early European Painting (16th and 17th centuries) from the Courtauld Institute of Art in London.

During the second year of his MA, he specialized in Portraiture in the European Courts of the 16th century. This course was taught by Professor Lorne Campbell, who also directed his thesis entitled The Court Portrait of Isabel de Valois.

In 1991, Juan entered Christie's London as a specialist in antique paintings. In 1997 he moved to Christie's New York, where he was part of the Department of Ancient Paintings and collaborated with the Department of Latin American Art, a department of which he became Director in 1999. In February 2000 he moved to Spain when he was appointed Managing Director of Christie's, and in 2016 he was named President of Christie's Spain.

Juan has taught a postgraduate course in the Art Market at the Instituto de Empresa and the IArt Institute, both in Madrid. He is a member of the board of trustees of the ARCO Foundation, the ABC Museum Foundation, the Association of Friends of the Hispanic Society and the Baila Foundation.

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