

Amy Whitaker

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EDUCATION:

MFA, Slade School of Fine Art, University College London, 2004
MBA, Yale University, School of Management, 2001
BA, Williams College, *magna cum laude*, 1996

ACADEMIC EMPLOYMENT:

Sotheby's Institute of Art, Full-Time Faculty, MA in Art Business, 2011-2015¹
School of Visual Arts, Adjunct Faculty, MFA in Products of Design, 2011-2016
California College of the Arts, Adjunct Faculty, Design Strategy MBA, 2011-2013
Rhode Island School of Design, Adjunct Faculty, Fine Arts, 2010
Williams College, Adjunct Faculty, Economics and Fine Art, 2009

OTHER UNIVERSITY APPOINTMENTS:

Harvard Law School, research manager and book editor (Prof. Jonathan Zittrain, and co-authors Lawrence Lessig, Terry Fisher, et.al.), 2002 and 2004
Yale School of Management, Olin Fellow in Economics (Prof. Paul MacAvoy), 2001-2002
Yale School of Management, Teaching Assistant, Strategic Environment of Management (Prof. Ted Marmor), 2000-2001
Yale School of Management, Teaching Assistant, Services Marketing (Prof. Christopher Lovelock), 2000-2001
Yale School of Management, Research Assistant, Economics (Prof. Sharon Oster), Yale School of Management, 2000-2001
Williams College, Teaching Assistant, Color Theory (Prof. Ed Epping), 1995-1996
Williams College, Teaching Assistant, Introductory Drawing (Prof. Mike Glier), 1994-1995

COURSES TAUGHT:

Business Structures, SVA
Principles of Business I and II, Sotheby's Institute
Principles of Business in the Art World, Sotheby's Institute
Thesis, Sotheby's Institute

¹ *Sotheby's Institute is accredited through the National Association of Schools of Art and Design and, prior to that, administered degrees through the University of Warwick.*

Managerial Economics, California College of the Arts, Design Strategy MBA
Paint By Econ (studio art), Rhode Island School of Design
Entrepreneurship as an Art Form, Williams College

CURRICULUM DEVELOPMENT:

Lower Manhattan Cultural Council and the Actors Fund, Business Curriculum for Dancers and Choreographers (supported by the Rockefeller Foundation), 2016 -
New Museum Incubator, Business Curriculum for Artists and Designers (supported by the Tremaine Foundation), 2015-2016
Eggshell Knight, Business Curriculum taught at Lower Manhattan Cultural Council, AIPAD, and Assets for Artists, 2012 –
California College of the Arts, future planning for design and business education, 2012

NON-ACADEMIC APPOINTMENTS:

New Museum Incubator, Entrepreneur-in-Residence, 2015-2016
Locus Analytics, Senior Researcher and Consultant, 2004-2005, and 2007-2012
D. E. Shaw & Co., L.P., Investor Relations Associate, 2005-2007
Tate Museums, Business Strategy and Institutional Planning Associate, 2000
Solomon R. Guggenheim Museum, Special Projects Coordinator, Education, 1998-1999
Jenny Holzer Studio, Project Manager, 1996-1998
The Museum of Modern Art, Helena Rubenstein Intern, 1996

FELLOWSHIPS AND AWARDS:

Lower Manhattan Cultural Council, Sarah Verdone Writing Award, 2013
Creative Capital, Finalist, 2013
Art21, writer in residence, 2011
Vermont Studio Center, fellowship, 2010
ACAVA, art studio grant, 2008
Slade School of Fine Art, project award, 2003
Rhodes Scholarship, national finalist 1997
Williams College, Krouse Prize for intellectual character and research in political science, 1996
Williams College, Hutchins Prize “for mental and moral qualities” that suggest “becoming a useful, worthy, and lovable citizen”, 1996

PATENTS:

Locus Analytics, co-inventor, U.S. Patent no. 14802543, filed July 2015

LEADERSHIP AND SERVICE:

Bitmark, Advisor, 2014-

Professional Organization for Women in the Arts (POWarts), President, 2013 – 2016

Sotheby's Institute, Academic Affairs Committee, 2011-2015

TED Conferences, Mentor, SupportED, 2013 –

Joan Mitchell Foundation, Creative Business Strategy Advisor to Grantees, 2014 –

Trade School, Business Advisor, 2010-2014

The OpEd Project, Advisory Board and Business Strategy Advisor, 2009-2011

PUBLICATIONS:

Books:

Art Thinking: How to Carve Out Creative Space in a World of Schedules, Budgets, and Bosses (Harper Business, July 2016). Reviewed in *Kirkus* and *Publishers Weekly* (as of May 8, 2016).

The Social Life of Artistic Property (Publication Studio, 2014) with Pablo Helguera, Michael Mandiberg, William Powhida, and Caroline Woolard. Reviewed in *Artnews*, 2014.

Museum Legs: Fatigue and Hope in the Face of Art (Hol Art Books, 2009). Reviewed in *Curator: The Museum Journal*, 2010. Recommended by the Association of Art Museum Directors. Selected by the RISD president as the common first-year read in 2010.

Business School for Artists (artist's book, 2004). Accepted by and sold at Printed Matter in New York.

Books in Progress:

Primer: A Guide to the Market Economy for Creative Workers

Widget: The Market Economy in 25 Objects

Studfinder (a novel, and allegory of art and business)

The Market Is the Medium: The Business of the Art World from Studio to Market

The Market Economy in Donuts (artist's book)

Articles and Teaching Cases:

"Coding Is an Art: Software People Should Learn 'Art Thinking'," *Fast Company*, October 2, 2013.

"The Obscure Early Lives of the Artists," *The Millions*, January 2, 2013.

Is this Free? Essay in exhibition catalogue for NurtureArt, summer 2012.

“Everyone Is an Artist and a Businessperson,” *Art21*, 2011.

“The Friends and Family Plan,” *Art21*, 2011.

“Adam Smith Was an Artist,” *Art21*, 2011.

“Does It Still Make Sense to Build an Art Museum?: Dispatches from Planning the William Eggleston Museum in Memphis,” *Artwrit.com*, Spring 2011.

“Visual Thinking,” *Architectural Design*, 2005.

“How the FDA Drug Approval Process Changed in the 1990s,” white paper, as part of a larger study of US regulatory agencies, Yale Olin Fellow in Economics, 2001.

“E-Commerce Strategy,” Yale School of Management teaching case (Prof. Fiona Scott Morton), 2001.

“University Fundraising,” Yale School of Management teaching case (Prof. Christopher Lovelock), 2000. Co-authored with Karen Osborne.

SELECTED LECTURES AND MODERATED PANELS:

Eyebeam, Technology and Copyright, moderator, May 26, 2016

Fractured Atlas, Art and Entrepreneurship Awards, moderator, May 11, 2016

NEWD Art Show, “The Market Is the Medium,” Moderator, POWarts@Newd Art Show. Panelists Sarah Anden, Department of Cultural Affairs; Magda Sawon, Postmasters Gallery; and Caroline Woolard, Artist. 2015

Pacific Northwest College of the Arts, “Amy Whitaker: MFA AC+D,” hosted with Museum of Contemporary Craft and Oregon College of Arts and Crafts, Portland Oregon, 2015

Cue Art Foundation, Conversation with Pablo Helguera, Bill Powhida, Michael Mandiberg, Amy Whitaker, and Caroline Woolard, 2014

Louise Blouin Creative Leadership Summit, “Art and Economics,” panelist with Will Goetzmann, Edwin J. Beinecke Professor of Finance and Management Studies at Yale; Roman Kraussl, Associate Professor of Finance, Luxembourg School of Finance; and Don Thompson, author, 2014

Baruch College, “Truth Be Told,” panelist with Harold Varmus, M.D., Nobel Laureate and then head of the National Cancer Institute; Jane Aiken, Professor, Georgetown Law; and Margaret Sullivan, Public Editor, the *New York Times*, 2014

Brooklyn Commune, Keynote speaker, Invisible Dog, 2013

Access Restricted, Lower Manhattan Cultural Council, Moderator, “At the Intersection of Art, Money, and Politics,” 2012

The Museum of Arts and Design, “The Economics of Education,” Trade School, 2012

Crosstown Arts (Memphis), “An Hour of Business School for Artists,” 2011

Rhode Island School of Design, Orientation Keynote, 2010

Penn Urban Institute, Invited Presenter and Expert Respondent, closed session of museum directors including James Cuno, Bonnie Pitman, and others, 2010

Kress Foundation, Smith College Summer Institute in Museum Studies, 2010

Yale University, School of Management Salon Series, “The Public Life of Art and the Creative Life of Museums,” 2010

Bohlin Cywinski Jackson, “Talk 20,” Philadelphia, Pennsylvania, 2010

Warhol Museum, “Museum Legs,” Pittsburgh, Pennsylvania, 2009

Seattle Museum of Art, “Museum Legs,” Seattle, Washington, 2009

Google, “Museum Legs,” Authors@Google Program, 2009

IBM, “What Would Leonardo Do? Visual Thinking, Creativity, and Imagination in the Workplace and Everyday Life,” 2009

Marakon Consultants, “Painting Workshop,” London, 2004

CONFERENCE PARTICIPATION:

LEAP Symposium, Art Center Pasadena, discussant, 2013

College Art Association, 2012, presented “Art Thinking in the Context of Design Thinking” on the panel “Design and Business: Strange Bedfellows or Flipsides of the Same Coin?”, 2012

SELECTED WORKSHOPS:

LMCC, Basic Finance for Artists, 2016

AICAD Studio Program “Artist as Entrepreneur,” 2015

TED Fellows Collaboratorium, "Introduction to Business Strategy," 2015

Assets for Artists, Business Planning Workshops, 2014

New Museum Incubator, "Creative Business Strategy, 2014 and 2015

LMCC and Creative Capital, Artist Summer Institute, "Artist as Entrepreneur," 2012-2015

Museum of Modern Art, "The Market Is the Medium," (three-session course), 2013

ART:

Art Thinking, 60 line drawings to illustrate Harper Business book, 2015-2016

"A Conversation About the Economy," New York Live Arts, Come Early Program, 2012

"Offshore," Opera Librettos on the Market Economy, performed with Pablo Helguera, Austrian Cultural , 2012

"Barter Board," with Caroline Woolard, California College of the Arts, Faculty Exhibition, 2012.

Occupy Wall Street, "Stock Market Basics," (outdoor lecture), 2011

Trade School @ the Whitney Museum of American Art, 2011

Modern Day Guilds, Slade Degree Show, 2004. (Received letter of commendation from Charles Saatchi.)

"Museum Director Action Heroes," Private Collection of the Director of the British Museum

"Amy Whitaker Invites Six Investment Bankers," Slade School of Fine Art, 2003

"101 Witty, Conceptual Art Projects on the Museum," Slade School of Fine Art, 2003

"Family / Delivery," Altamont, Birmingham Alabama, 1997

"Very Unusual," Beaver Mill, North Adams, Massachusetts, 1997

Senior Majors Exhibition, Williams College Museum of Art, 1996. The art department offered to purchase one of the drawings in the exhibition for its permanent collection.

"An Elephant and a Rabbit," Spencer Studio Art Building, Williams College, 1996

SELECTED PRESS AND REVIEWS:

“Art Thinking by Amy Whitaker,” *Publishers Weekly*, May 2016.
<http://publishersweekly.com/978-0-06-235827-1>

“Art Thinking by Amy Whitaker,” *Kirkus*, April 7, 2016.
<https://www.kirkusreviews.com/author/amy-whitaker/>

William Deresiewicz, “The Neoliberal Arts: How College Sold Its Soul to the Market,” *Harpers*, September 2015. (Cites art thinking framework.)
<http://harpers.org/archive/2015/09/the-neoliberal-arts/>

Elizabeth Kramer, “Two Artists Receive Prestigious National Awards,” *Courier-Journal*, July 24, 2015, (Cites work with grantees of the Joan Mitchell Foundation.) <http://www.courier-journal.com/story/entertainment/arts/visual/2015/07/23/local-artists-award/30597515/>

Joel Kuennen, “AICAD Announces New Residency for Non-Students,” *ArtSlant*, August 17, 2015. (Cites teaching at the Association of Independent Colleges of Art and Design (AICAD).)
<http://www.artslant.com/9/articles/show/43735>

Anna Russell, “‘Edit-a-Thon’ Volunteers Revamp Female Artists’ Wikipedia Profiles,” *Wall Street Journal*, March 9, 2015. <http://blogs.wsj.com/speakeasy/2015/03/09/edit-a-thon-volunteers-revamp-female-artists-wikipedia-profiles/>

The Editors, “We Asked 20 Women, Is the Art World Biased?,” *Artnet News*, September 16, 2014. <https://news.artnet.com/people/we-asked-20-women-is-the-art-world-biased-heres-what-they-said-81162>

Zoe Lescaze, “14 New Art-History Books to Change Your Mind,” *Artnews*, June 24, 2014.
<http://www.artnews.com/2014/06/24/14-new-art-history-books-to-change-your-mind/>

Andrew Horwitz, “Artist as entrepreneur: the American model or same old American dream?,” *The Guardian*, December 5, 2013. (“Writer and artist Amy Whitaker has proposed that we look at economics as ‘a collective creative design problem.’”)
<http://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2013/dec/05/artist-as-entrepreneur-american-dream>

Sarah Murray, “Enter Stage Right, Armed with an MBA,” *Financial Times*, October 8, 2012.
<http://www.ft.com/intl/cms/s/2/a189b024-bee5-11e1-8ccd-00144feabdc0.html#axzz45AIqK4Kq>

Julia Taylor Kennedy, “The Business of Art,” *Just Business: Carnegie Council Podcast*, September 17, 2012.
http://www.carnegiecouncil.org/en_US/studio/multimedia/20120914/index.html

Catherine Dunn, "Teaching Stock Market Basics to Artists," *Corporate Counsel*, October 31, 2011.

Nana Asfour, "Trade School: Bartering for Skills with Ourgoods," *New Yorker*, March 24, 2011. <http://www.newyorker.com/news/news-desk/trade-school-bartering-for-skills-with-ourgoods>

Maureen Farrell, "Names you need to know in 2011, John Maeda," *Forbes*, November 2, 2010. <http://www.forbes.com/sites/maureenfarrell/2010/11/02/names-you-need-to-know-in-2011-john-maeda/#38b6466964c5>

"Now at RISD, he's injecting capitalist sensibilities into the art/design curriculum subtly by "hiding the vegetables," or finance coursework by integrating it into arts classes. He's brought in Amy Whitaker, author of Museum Legs, a book on art and finance to teach a classes on economics."

Emily S. Rueb, "A Trade School Where Ideas Are Currency," City Room, *New York Times*, February 23, 2010. http://cityroom.blogs.nytimes.com/2010/02/23/a-trade-school-where-ideas-are-currency/?_r=0