



**Antiques business school centre of excellence  
SUMMER 2010 with ALL profits going to  
EACH Treehouse appeal**  
V5 24/6/10

*'Its time to take the mystery out of art and fine antiques'*





*Yes you can do courses at sothebys for a squillion pounds (actually £40,000 per year!) but where can you learn the trade and meet and work with real fakers, forgers etc? no where' and You can't learn about life from a book & an A level in ducking and diving will stop you getting conned!*

### **Who?**

TV antiques expert Curtis Dowling has been in antiques over 20 years. Not only lecturing on fakes and forgeries all over the world but also on many of the BBC's most popular TV shows. After so many years of experience it is time to pass that knowledge on with the help of many local talented artists, restorers and business men.

### **Why?**

If you want to get into the arts and antiques business there are a number of ways. You take the very expensive Sothebys degree and work in an auctioneers. There are 4 universities in the UK that do courses that will help a bit, they are Lincoln, Glasgow, Lancs, Sussex but they are only courses in collecting antiques and restoring antiques or You buy some bits and start to sell them at fairs.

there is NO WHERE in the world were you can:

1. Learn the tricks of the trade
2. Work with every faker and forger within a 200 miles radius
3. Actually get your hands dirty and make antiques and art yourself. If you haven't make one you can't judge one
4. Meet evry scally wag that has pulled a contrick in the last 20 years, listen to them YOU will not get conned thats for sure
5. Learn how to trade, what to trade and delve into our extension library. RULE 1 - keep away from the lies on the internet, we'll show you why
6. For the first time my address book of experts all come together under one roof

The school of excellence is without doubt the most unique school in the whole

world and will attract policemen, art critics, art experts and new comers too and more importantly the poorly educated, underprivileged who need a helping hand. Look at what has been achieved at Jamie Olivers 15, we can do this in the art market too, were these young people can work along side masters, graduates and day students, this will be the utopia for all things art and antiques - not a stuffy lecture room full of pompous staff.

### **Where?**

Curtis's workshops or more importantly THE OLD LOVEJOY SET so VERY appropriate for the lectures, courses and demonstrations making this a relaxed and beautiful environment for students to learn the art of being in the business

### **How?**

We have a huge amount to do before we can open the doors to the public

1. replaster, paint and new flooring for the barn
2. At least 6 computers and a server for the students to learn and email
3. A library is required for reference on all things art & antiques
4. Publicity to generate interest
5. Heaters, easels, canvases, watercolours, oils, a work bench & tools, a potters wheel, 2 TV's with built in DVD's

### **3.0 Who will come to our courses?**

Anyone interested in art, antiques & maybe even Lovejoy fans!!!

#### **3.1 How do we get started in July 2010 & what are the course structure?**

The courses initially will be weekend courses and plan to start summer 2010. there will be a mixture of lectures and hands on painting and furniture restoration to give the students a chance to get a broad range of skills over the Saturday & Sunday. These initial weekend courses will cost £275 each with a capacity of 14 students per course. each weekend therefore generating £3850 with 5 weekenders planned initially so a revenue of £19250 with the large proportion going to the charity.

## **Day 1**

10am arrive - reception  
11am first lecture  
1pm - lunch  
1.30pm painting/watercolours with John Kay  
4.30 second lecture  
6.30 finish for the day

## **Day 2**

10am start with fake over view and test from yesterday  
12noon furniture restoration & fakery with Steve Norman  
3pm third lecture  
5pm certificate handout  
6pm finish

## **What are our perceived running costs per weekend?**

Rent; £120 per day usage of the facility  
Telephone and internet; £50 per week  
All lecturers fees: £100 per course  
travel costs: £150 per course  
Materials: £250 per course  
Antiques trade publications subscriptions; £20 per week  
Sundries eg post, stationery £200 per course  
Certificates/course photo & medal £200 per course

Total summer revenue £19250  
Total summer expenditure £9250

**Expected GP: £10,000 MINIMUM - I also plan to SELL course merchandise - T-shirts, baseball caps etc which I anticipate generating a further £2500**