

ARCO 2009

Global Art Market Programme

Programme Outline
February 13, 2009

ArtInsight



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Global Art Market Programme

■ About ArtInsight

Building on the knowledge and expertise of leading art market research firm, ArtTactic, its events partner, **ArtInsight** offers seminars and courses to individuals and companies, collectors and art professionals, providing a top-level, unique platform to tap into independent information, expertise and contacts, to help them participate in the contemporary art market in a knowledgeable and informed way.

ArtInsight's programmes are aimed at collectors, institutions, and art supporters, who are seeking in-depth access to key market operators, and hands-on guidance and navigation of the inner workings of the full range of art markets. Expanding its range of programming into the international & emerging art markets themselves, local programmes of art market events & seminars are now in development in a selection of prime emerging markets.

■ ARCO 2009: Global Art Market Programme

Forum Auditorium 1, Hall 6

Friday 13, from 12.30 to 2.30 p.m. and from 4 to 9 p.m.

Director: **ArtInsight**, *Events partner of leading art market research & education company, ArtTactic, London, UK.*

The Programme's comprehensive Global Art Market theme is to be divided into three main focus areas, highlighting the prime challenges and opportunities in the dynamic art market of the future. Focus areas will include: (1) The Global Art Market: Challenges & Opportunities Ahead, (2) New Players-New Rules: Shifting Powers in the Global Art Market, & (3) Pioneers of the Emerging Art Markets: Collectors & Foundations.

In developing the key topics of focus & speaker choices for the Programme, ArtInsight has ensured the inclusion of perspectives & key speakers from the Spanish contemporary art scene, as well as placing a prime focus on India (ARCOmadrid_2009's Guest Country), as an important emerging art market on the global stage.

Key speakers, top international experts in each particular subject area have been invited to take part in this illuminating series of talks, panel discussions, and interactive interviews

The Art Market Programme will be held on Friday, February 13th, 2009, and is proposed to be divided into two sessions: **Session (1)** will run from 12.30-14.30 h, and **Session (2)** will run from 16.00-21.00 h.

SESSION (1)

■ The Global Art Market: *Challenges & Opportunities Ahead*

The Global Art Market: *Challenges & Opportunities Ahead* (12.30 - 14.30 h)

An insider's view of the Global Art Market as a whole, which will include keynote talks from three prominent figures in the art world, representing three unique perspectives on the current state of the rapidly changing global art market, providing key insights into the market's future directions, and the associated prime opportunities.

(a) The Global Art Market: Future Strategies

• **Jonathan Stone**, *Christie's International Business Director for Asian Art, Hong Kong.*

Based in Hong Kong since February 2007. Jonathan Stone plays a vital role in the management, financial control and support for business-getting and buyer focused activities for the Asian art specialist departments worldwide at Christie's. Joining Christie's after gaining a master's degree in art history from The Courtauld Institute of Art in London, Jonathan served for 10 years as a specialist and head of department in London. After that he was based in Tokyo as representative director of Christie's Japan. Jonathan holds a master's degree from Peterhouse, Cambridge and is fluent in Japanese.

(b) The Art Economy: Changing Dynamics in the Global Art Market

• **Randall Willette**, *Founder & Managing Dir. of Fine Art Wealth Management, London, UK.*

Randall Willette is the Founder and Managing Director of Fine Art Wealth Management (FAWM) based in London. FAWM are specialists in wealth structuring for art assets and provide art fund identification, assessment and selection services to wealth managers and their private clients. prior to establishing FAWM in 2003, Mr Willette was executive director and head of art banking for UBS wealth management in London responsible for building its global art banking franchise in Europe and America and integrating art assets into the banks overall wealth management strategy for private clients.

(c) Trends in the Emerging Markets

• **Anders Petterson**, *Founder & Managing Director, ArtTactic Ltd., London, UK.*

Anders Petterson is a leading authority on art market research, with particular focus on the contemporary art market. He is the Founder and Managing Director of ArtTactic Ltd, a London-based art market research and advisory company set up in 2001. He previously worked at JP Morgan in the Investment Banking division, responsible for debt capital market and structured products for banks and corporates. Anders Petterson is currently lecturing on the 'Art market' and 'Art as an asset class' for the MA in Art Business at Sotheby's Institute in London and Singapore. He is a frequent art market commentator on Bloomberg TV and CNN.

SESSION (2)

■ New Players- New Rules:

*Shifting Powers in the
Global Art Market*

New Players-New Rules:

Shifting Powers in the Global Art Market

(16.00 - 17.45 h)

A leading art market commentator & critic will explore in detail the key changes taking place in the current art market, and how these significant shifts will impact on other key players, on global collectors, and on the strength and growth of the art market as a whole. A top-level Panel of key figures from all segments of the art market will then be guided through thorough, in-depth discussions of these major shifts, and their likely impact on the market, and its future growth.

- **Julian Stallabrass**, *Courtauld Institute of Art, London, UK.*

He lectures in art history at the Courtauld Institute of Art. He is the author of *Art Incorporated*, Oxford University Press 2004, *Internet Art: The Online Clash Between Culture and Commerce*, Tate Publishing, London 2003; *Paris Pictured*, Royal Academy of Arts, London 2002; *High Art Lite: British Art in the 1990s*, Verso, London 1999 and *Gargantua: Manufactured Mass Culture*, Verso, London 1996; he is the co-editor of *Ground Control: Technology and Utopia*, Black Dog Publishing, London 1997, *Occupational Hazard: Critical Writing on Recent British Art*, Black Dog Publishing, London 1998, and *Locus Solus: Technology, Identity and Site in Contemporary Art*, Black Dog Publishing, London 1999. He also writes regularly for publications including *Tate*, *Art Monthly* and the *New Statesman*. He curated the Brighton Photo Biennial in 2008. He is an editorial board member of *Art History*, *New Left Review* and *Third Text*.

Panel Moderator:

- **Jeffrey Boloten, Managing Director**, *ArtInsight Ltd., London, UK.*

Jeffrey Boloten is the Managing Director of ArtInsight Ltd, the events partner of ArtTactic. Following a business degree from McGill University, and a background as a Solicitor, Jeffrey graduated from the Publishing course at Harvard University, with a publishing career including directorships with major international publishers including Penguin Books. Following an MA in Arts Management focused on the Art Market, and posts at the Tate, and as General Manager of a London Art College, Jeffrey Boloten joined ArtInsight in 2004. He is currently lecturing on the 'Art Market' for the MA in Art Business at Sotheby's Institute in London.

Speakers:

- **Thorsten Albertz, Director**, *Arario Gallery, Beijing/New York/Seoul, CHINA/USA/KOREA.*

Thorsten B. Albertz received his MA in Art History from the University of Berlin, and a second postgraduate degree in Arts and Media Administration also from the University of Berlin. Prior to this, he studied art history at the Ruhr-University Bochum

■ **New Players-
New Rules:**

*Shifting Powers in the
Global Art Market*

and University of Strathclyde, Glasgow. He joined the Berlin-based gallery Arndt & Partner as Associate Director in 2004 and a year later oversaw the gallery's expansion to Zurich. In 2007, he was named partner of the organization. In May 2008, he left this post to become a Senior Director of the prestigious Asian art gallery ARARIO. He is based at the gallery's most recent branch in New York.

- **Ainhoa Grandes**, *Director, MACBA Foundation, Barcelona, SPAIN.*

After graduating in Business Management and Administration (UIC), Grandes specialised in marketing and cultural management with further courses at EADA, ESADE and NYU. She worked for Sotheby's España in various divisions from 1995 to 1999, the year she was appointed Director of Fundació MACBA, a private institution whose mission is to acquire works for the museum's permanent collection.

- **Jonathan Stone**, *Christie's International Business Director for Asian Art, Hong Kong, CHINA.*

- **John Martin**, *Director, Art Dubai, London, UK.*

John Martin is Co-Founder & Fair Director of Art Dubai whose third edition takes place from 18 to 21 March 2009. He has also directed his Gallery in London since 1993, specialising in Contemporary British & Irish Art.

From 5.45 to 6.15 p.m. Programme Break

Pioneers of the Emerging Art Markets: *Collectors & Foundations* (18.15 - 21.00 h)

Three key emerging art markets: India, China, and the Middle East, will be closely explored by way of a keynote presentation by leading international art patron, Saeb Eigner, as well as by two interviews with prominent local collectors / foundations, all of whom are very much taking the lead in the development and growth in these dynamic new art markets. Personalised visual presentations will be unveiled, and interviews will incisively focus discussion in order to engage the audience, and demystify all facets of these new markets.

Keynote Presentation

'A Patron's Perspective on the Art of Emerging Markets'

With emphasis on the Middle East Art Market

- **Saeb Eigner**, *Leading international Art Patron, London, UK.*

Saeb Eigner is a management graduate of London Business School, where he serves as a Governor, Founder and Chair of its Middle East Regional Advisory Board. He also served as Chair of the School's Alumni Board. He initially travelled to the region as a senior executive for an international bank and subsequently for Lonworld, a private finance and investment firm he founded and chairs. He has been a regular speaker on business and economic affairs on television (i.e. CNN, CNBC, Bloomberg, BBC World), radio and at conferences. Saeb serves on a number of boards in areas of investment, finance, regulation, consulting, education and the arts. He played a leading role in working with some of the world's leading institutions in the areas of his particular interests. He is the author of management books 'Sand to Silicon' (2002) and 'Sand to Silicon - Going Global' (2008). He also contributed, as the British Museum's Senior Advisor, to the books accompanying the exhibitions 'Word into Art' (London, 2006) and 'Word into Art' (Dubai, 2008).

The Indian Art Market

Speakers:

- **Lekha Poddar & Anupam Poddar**, *Devi Art Foundation, Collectors, New Delhi, INDIA.*

After obtaining a Bachelor's Degree in Business Management from the European Business School in London, Anupam Poddar completed a Professional Development Programme for hotel management at Cornell University. Anupam has been actively involved with the development of Devi Garh – a restored all suite boutique hotel within an 18th Century Fort Palace, located outside the city of Udaipur in Rajasthan, India. Closely engaged with the development and the training of the operational team he now heads the Business Development unit for Devi Garh in New Delhi. The Devi Design Studio, established and run by Anupam, specialises in designing metal tableware that

varied as painting, sculpture, interactive installation, video, and photography, reflecting the collectors' cross-disciplinary interests. The not-for-profit Devi Art Foundation showcases the family's extensive contemporary art collection from the Indian Sub-continent. The Foundation is committed to providing a space for young artists experimenting with new ideas, without the imposition of commercial limitations.

- **Amrita Jhaveri**, *Leading Indian Art Collector, Mumbai/London, INDIA/UK.*

Amrita Jhaveri has been active in the Indian Art World since 1994. She began her career at Christie's and now works as an independent advisor. She is the author of *101: A Guide to 101 Modern and Contemporary Indian Artists* (Indian Book House, 2005). She also manages a significant private collection of Indian art.

The Chinese Art Market

Speakers:

- **Sylvain Levy**, *Collector, Paris, FRANCE.*

Sylvain and Dominique Levy are the founders of the DSL Collection. They began collecting Chinese contemporary works after a lifetime collecting art and most precisely design from leading Chinese avant-garde artists, artists having a major influence on the development of contemporary art in China today. The range of media present in the collection include painting, sculpture, installation, video, and photography; yet the choice of works tries to go beyond the current contemporary art market frenzy. Even though focusing on the contemporary production of a specific culture, the collection is nevertheless not guided by the search for otherness. It admits basic cultural similarities and dispositions, however, goes beyond a simplistic approach looking for typical cultural signs and symbols. The collection is limited to a specific number of art works about 150 pieces - that as an entity is open to constant redefinition itself. Apart of the collection, there is the DSL website in which the first rooms of a virtual museum are already on line.

- **Dr. Katie Hill**, *Curator & Senior Lecturer in Contemporary Chinese Art, London, UK.*

Dr. Katie Hill is Senior Lecturer in Contemporary Chinese Art at the University of Westminster. She is currently writing a book *The Image of Modern China* due to be published in 2009 by Lund Humphries. She is curating *One World One Dream*, a solo exhibition of Cai Yuan and JJ Xi at Beijing Tokyo Art Projects (BTAP), Beijing in February 2009. She is a consultant lecturer at Sotheby's Institute, London and Singapore, and regularly gives talks and lectures on contemporary Chinese art.