

ARCO 2010 / ArtInsight

The State of the Global Art Market: *Trends & Opportunities*

February 19th, 2010 (Madrid)

ArtInsight



ARCO 2010

Global Art Market Programme

About ArtInsight

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 partnership with leading art market research firm, ArtTactic, provides an unparalleled combination of international art market knowledge and expertise.

ArtInsight's programmes are aimed at collectors, institutions, and art investment professionals, who are seeking in-depth access to prime 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, prime local programmes of art market events are now in development in key emerging markets.

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 has engaged over 3,000 participants in over 40 individual programmes, in addition to organising intensive programmes at key international art fairs such as ARCO (*Madrid 2009 & 2010*), Zoo Art Fair (*London*), KIAF (*Seoul*), and FORM (London): Art/Design Fair.

■ ARCO 2010

THE STATE OF THE GLOBAL ART MARKET: *Trends & Opportunities*

Friday, February 19th, 2009 (3:30pm- 8:00pm)

Director: *ArtInsight*

One year on from the onset of the economic downturn, this Programme will closely examine the state of the global art market; What effect has the downturn had on prices and valuations? And how has this affected the roles and strategies of the key players in the art market - galleries, auction houses, collectors, artists, and public institutions.

Historically, the most vibrant of art scenes have tended to emerge, following serious downturns in the economy. The Programme will offer participants a unique opportunity to explore the specifics of these upcoming trends, providing a critical, insider's perspective for collectors & art market professionals on the short to medium term outlook for the global art market.

The Programme's comprehensive Global Art Market theme is to be divided into two main focus areas, highlighting the main future challenges and opportunities in the dynamic international art markets. Areas of focus will include: (1) The Global Art Market: Strategies for the Future, and (2) The State of the Emerging Art Markets: Roads to Recovery, Trends & Practice.

In developing the key topics, focus, & speaker choices for the Programme, ArtInsight has invited top international experts in each particular subject area to take part in this illuminating series of talks, panels & interactive discussions.

SESSION I: (From 3:30-5:00pm)

■ The Global Art Market: Strategies for the Future

Comprehensive overviews by two leading art market experts, each with extensive global perspectives on the state of the Global Art Market as it emerges from the shadow of the economic downturn; providing essential insights & analysis of the fundamental changes that the market has, and continues to undergo. Strategies for recovery, key future trends, and the wide array of collector opportunities that the new market realities will bring, will all be thoroughly explored.

Keynote Lectures:

- **Dr. Clare McAndrew**
(Founder, Arts Economics, Leading Cultural Economist & Investment Analyst)
- **Matt Carey-Williams**
(Christie's European Director - Post War & Contemporary Art)

SESSION 2: (From 5:15-8:00pm)

■ **The State of the Emerging Art Markets:** *Roads to Recovery, Trends & Practice*

The dynamic emerging art markets are increasingly being seen to be taking leading roles in providing new and innovative models for the future, forward development of the global art market. Following on from the Keynote Lecture, this Session will call on four leading experts, focusing on four of the most vibrant of the emerging markets, to provide an up to the minute, insider's perspective on key trends & developments.

A. Keynote Lecture:

- **Anders Petterson**
(Founder & Managing Director, ArtTactic)

Presenting a comprehensive overview of trends, developments, analysis & rates of recovery in key emerging art markets internationally.

B. Individual overviews will be presented by leading experts in each selected major Emerging Market, providing valuable insights into significant trends in artistic practice, and collector opportunities. The expert talks will be followed by an in-depth Panel discussion, moderated by Anders Petterson, and a question & answer session where audience participation will be very much encouraged.

The African Art Market

- **Elisabeth Lalouschek**
(Artistic Director- October Gallery (UK))

The Indian Art Market

- **Amrita Jhaveri**
(Leading Collector, Art Advisor & Author) (India / UK)

The Middle East Art Market

- **Rose Issa**
(Leading Curator, Writer, & Gallerist) (UK)

The Turkish Art Market

- **Kerimcan Guleryuz**
(Founder & Directing Partner , 'x-ist' Gallery(Istanbul))