

Saturday 15 July

9.15am
Registration

Session 4: Mapping the Art Fair II

Room 31 D+E, 1st Floor
Plenary
Chair: **Kim Oosterlinck, Université Libre de Bruxelles (BE)**

9.45am
Tina Haisch, University of Applied Sciences Northwestern Switzerland, Basle (CH) and Max-Peter Menzel, University of Bayreuth (GER)
Constructions of Local and Global Markets at Three Art Fairs in Basel

10.15am
Karen Van den Berg, Zeppelin University Friedrichshafen (GER)
Self-Questioning as Currency: Public Talks and the Art Fair's Corporate Identity

10.45am
Coffee

12.30pm **Buffet Lunch (provided)**

Session 5: Experimentation

Room 31 D+E, 1st Floor
Parallel with Session 6
Chair: **Jonathan Woolfson, Sotheby's Institute of Art, London (UK)**

2.00pm
Meike Hopp, Zentralinstitut für Kunstgeschichte Munich (DE)
The Art Fair in Frankfurt am Main and its Auctions, 1920 and 1921

2.30pm
Norma Ladewig, Freie Universität Berlin (DE)
The 1960s and 1970s West German Art Fairs as Laboratories of Democracy

3.00pm
Coffee

11.15am
David Bellingham, Sotheby's Institute of Art, London (UK)
'The Best of The Best': MASTERPIECE London and the Art Fair as a Lifestyle Event

11.45am
Elisabetta Lazzaro, HKU University of the Arts, Utrecht (NL) and Nathalie Moureau, Université Paul-Valéry, Montpellier (FR)
Mapping Diversity in the Contemporary Art Market

12.15pm
Concluding Discussion (c. 15 mins.)

1.00pm **Sub-Committee Meetings**

Session 6: Biennales and Nascent Fairs

Room 30 B, Ground Floor
Parallel with Session 5
Chair: **Veronika Korbei, Independent Art Historian, Vienna (AT)**

2.00pm
Clarissa Ricci, IUAV University, Venice (IT)
At the Origins of Art Fairs: The Venice Sales Department after WWII

2.30pm
Diego Mantoan, Università Ca'Foscari, Venice (IT)
Artworks for the Biennale or for the Art Fair: A Few Notes on Shifting Aesthetic Paradigms in 20th Century Art

3.00pm
Coffee

4.45pm-5.15pm

Final Plenary Session: TIAMSA Looking Ahead

3.30pm
I-Yi Hsieh, New York University Shanghai (CN)
Inside-Out of the Biennale: the 2016 Shanghai Biennale and its Fair Economy

4.00pm
Marta Pérez Ibáñez, Universidad Nebrija, Madrid, and Isidro López Aparicio, Universidad de Granada (ES)
Art and Resilience: The Artist's Survival in the Spanish Art Market. Independent Artists' Art Fairs in Spain – A Case Study

4.30pm
Concluding Discussion (c. 15 mins.)

Unless otherwise stated, all events will take place at
Sotheby's Institute of Art, 30 Bedford Square, Bloomsbury, London WC1B 3EE

Nearest Tube Stations:
Goodge Street, Tottenham Court Road and Russell Square

Conference Committee:
Susanna Avery-Quash (National Gallery, London); Antoinette Friedenthal (Independent, Berlin); Veronika Korbei (Independent, Vienna); Johannes Nathan (Nathan Fine Art, Zurich / Potsdam); Kim Oosterlinck (Université libre de Bruxelles); Olav Velthuis (Universiteit Amsterdam); Jonathan Woolfson (Sotheby's Institute of Art, London)

For additional and last-minute information see artmarketstudies.org/tiamsa-conference-2017/

Advance Tickets (until 10 July)
Sold at tiamsaartfairconference2017.eventbrite.com
Regular: Members £70* / Non-members £100
Concessions: Members £40 / Non-members: £50

* Save £10 by becoming a TIAMSA member!

On site tickets
Cash only; (for availability, check artmarketstudies.org after 10 July)
Regular: Members £100 / Non-Members £120
Concessions: Members £60 / Non-members: £70

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The 2017 TIAMSA Conference

London
Sotheby's Institute of Art
13-15 July, 2017

TIAMSA
The International Art Market Studies Association
artmarketstudies.org

Thursday 13 July

Private Events only open to TIAMSA members

Private Tour 1: National Gallery

The National Gallery, Trafalgar Square, London WC2N 5DN, UK

2.30pm – 3.30pm

Agnew's stock books, The National Gallery Archive, with Alan Crookham, TIAMSA Founding Member and Head of the National Gallery Research Centre
For TIAMSA members only, book through <https://tiamsaagnewsstockbooks.eventbrite.com>

3.40pm – 4.30pm

Guided Tour with Highlights of the National Gallery's Collection History, with Susanna Avery-Quash, TIAMSA Board Member and National Gallery Senior Research Curator (History of Collecting)
For TIAMSA members only, book through <https://tiamsangtour.eventbrite.com>

Private Tour 2: Galerie Ropac

Galerie Thaddaeus Ropac, Ely House, 37 Dover St., London W1S 4NJ

2.30pm – 4.15pm
(parallel to National Gallery tour)

Inside Tour of Thaddaeus Ropac's new London Gallery, with Polly Gaer, Gallery Director, and Jonathan Woolfson, TIAMSA Board Member and Deputy Director of Sotheby's Institute of Art, London
For TIAMSA members only, book through <https://tiamсарopactour.eventbrite.com>

5.00pm – 6.00pm

TIAMSA Annual General Meeting (AGM) Room 31 D+E, 1st floor

For TIAMSA members only; see separate invitation

6.30pm

Keynote 1 Room 31 D+E, 1st Floor

Sophie Raux, Université Lumière – Lyon 2 (FR)

Fairs in the Southern Netherlands and the Development of the Early Modern Art Market (15th-17th centuries)

7.30pm

Reception

Friday 14 July

9.00am

Registration

9.30am

Welcome and Introduction
Jos Hackforth-Jones, CEO and Director of Sotheby's Institute of Art, London
Johannes Nathan, TIAMSA Chair

Session 1: Mapping the Art Fair I Room 31 D+E, 1st floor

Plenary

Chair: Olav Velthuis, University of Amsterdam (NL)

9.45am

Sofia Evangelou and Rachel A. J. Pownall, Maastricht University (NL)

Art Fairs in the 21st Century and their Role in the Global Art Market Scene

11.15am

Daniela Stocco, Erasmus University, Rotterdam (NL)

The Art Fairs in Rio de Janeiro and Sao Paulo: Access to Art as a Marketing Strategy

10.15am

Nadine Oberste-Hetbleck, University of Cologne (GER)

Art Cologne: The First Art Fair for Modern and Contemporary Art Between Globalisation and Localisation

11.45am

Hua Shuo, University of Hong Kong (CN)

When Art Meets New Money: Chinese Participation in Art Fairs in Hong Kong since the 1990s

10.45am

Coffee

12.15pm

Concluding Discussion (c. 15 mins.)

12.30pm **Buffet Lunch (provided)**

Session 2: Standards of Quality and Vetting Room 30 B, Ground Floor

Parallel with Session 3

Chair: Susanna Avery-Quash, National Gallery London (UK)

2.00pm

Deborah Schultz, Regent's University London (UK)

The Art Fair as Curated Event

3.00pm

Coffee

2.30pm

Erica H. Coslor, University of Melbourne (AU) and Yuval Millo, Warwick Business School (UK)

Price or Prize? Art Fairs as Valuation Devices

3.30pm

Yasmin Railton, Sotheby's Institute of Art, London (UK)

The Expert Eye: The Reputational Marketing of Scientific Research in Fair Vetting

4.00pm

Gareth Fletcher, Sotheby's Institute of Art, London (UK)

The Utility of Trust: A Comparative Analysis of the Presentation and Impact of Provenance Information in Establishing Consumer Confidence within the Art Fair

4.30pm

Stephanie Dieckvoss, Central St. Martin's, London (UK)

The Artist and the Art Fair: Changes in Agency?

5.00pm

Concluding Discussion (c. 15 mins.)

Session 3: Historical and Geographical Contexts Room 31 D+E, 1st Floor

Parallel with Session 2

Chair: Johannes Nathan, Nathan Fine Art / TU Berlin (DE)

2.00pm

Filip Vermeylen, Erasmus University, Rotterdam (NL)

The Origins of Art Fairs: Early Examples from Antwerp

4.00pm

Linzhi Zhang, University of Cambridge (UK)

From Beijing to Basel: Chinese Galleries in Art Fairs

2.30pm

Stoyan Sgourev, ESSEC Business School, Paris (FR)

Salons, Secessions and Fairs: Historical Links and Benefits

4.30pm

Adelaide Duarte, Universidade Nova de Lisboa (PT)

From Global to Local: ARCOMadrid – ARCOLisboa

3.00pm

Coffee

5.00pm

Concluding Discussion (c. 15 mins.)

3.30pm

Simeng Chang and Marilena Vecco, Erasmus University, Rotterdam (NL) and Roberto Zanolà, Università degli Studi del Piemonte Orientale, Alessandria (ITA)

Strategies of Art Fairs: How to Merge in Mainland China?

5.15pm

Interval

6.00pm

Keynote 2 Room 31 D+E, 1st Floor

Noah Horowitz, Director Americas / Member of the Executive Committee, Art Basel (USA)
in Conversation with Olav Velthuis, University of Amsterdam (NL)

7.15pm

Conference Dinner Zizzi, 33 Charlotte Street, W1T 1RR

Open to all, advance booking required, paid for individually;
book your place here: <https://tiamсадinner.eventbrite.com>