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 Rici, 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

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.)

Final Plenary Session: TIAMSA Looking Ahead  
Room 30 D-E, 1st Floor

4.45pm-5.15pm  
Final Plenary Session: TIAMSA Looking Ahead

Saturday 15 July

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 Haich, University of Applied Sciences Northwestern Switzerland, Basel (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

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  
Elisabeth Lezzer, HKU University of the Arts, Utrecht (NL) and Nathalie Moureau, Université Paul-Volvari, Montpellier (FR)  
Mapping Diversity in the Contemporary Art Market

12.15pm  
Coffee

12.30pm Buffet Lunch (provided)

1.00pm  
Sub-Committee Meetings

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  
Maika Hoff, Zentrum 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

3.30pm  
Martin Hartung, ETH Zurich (CH)  
The Online Economy of the Art Fair: The Case of Artprice Website

4.00pm  
Ronit Milano, Ben-Gurion University of the Negev (IL)  
Politics of the Art Fair, 1967-1973

4.05pm  
Meike Hopp, Zentralinstitut für Kunstgeschichte Munich (DE)  
The Art Fair in Frankfurt am Main and its Auctions, 1920 and 1921

4.30pm  
Concluding Discussion (c. 15 mins.)
**Private Tour 1: National Gallery**
The National Gallery, Trafalgar Square, London WC2N 5DN, UK
2.30pm – 3.30pm
Agnes’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

**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://tiamsaropactour.eventbrite.com

**TIAMSA Annual General Meeting (AGM)**
Room 31 D+E, 1st floor
For TIAMSA members only; see separate invitation

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**Friday 14 July**

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

- **Panel**
  - Chair: Olov Velthuis, University of Amsterdam (NL)
  - Sofi Evangelou and Rachel A. J. Pownall, Maastricht University (NL)
  - Art Fairs in the 21st Century and their Role in the Global Art Market Scene
  - Nadine Oberste-Hetbleck, University of Cologne (GER)
  - Art Cologne: The First Art Fair for Modern and Contemporary Art Between Globalisation and Localisation

- **Coffee**
  - 11.15am
  - 10.45am

- **Panel**
  - Daniela Stocco, Erasmus University, Rotterdam (NL)
  - The Art Fairs in Rio de Janeiro and Sao Paulo: Access to Art as a Marketing Strategy
  - Hua Shuo, University of Hong Kong (CN)
  - When Art Meets New Money: Chinese Participation in Art Fairs in Hong Kong since the 1990s

- **12.30pm Buffet Lunch (provided)**

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

- **Parallel with Session 1**
  - Chair: Susanna Avery-Quash, National Gallery London (UK)
  - Deborah Schultz, Regent’s University London (UK)
    - The Art Fair as Curated Event
  - Erica H. Coster, University of Melbourne (AU) and Yvoll Mill, Warwick Business School (UK)
    - Price or Prize? Art Fairs as Valuation Devices

- **Coffee**
  - 3.00pm

**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)
  - Filip Vermeylen, Erasmus University, Rotterdam (NL)
    - The Origins of Art Fairs: Early Examples from Antwerp
  - Stoyan Sgourev, ESSEC Business School, Paris (FR)
    - Salons, Secessions and Fairs: Historical Links and Benefits

- **Coffee**
  - 3.30pm

**Conference Dinner**
Zizzi, 33 Charlotte Street, W1T 1RR
Open to all, advance booking required, paid for individually; book your place here: https://tiamsadinner.eventbrite.com