

The Art Market and the

Global South

New Perspectives and Plural Approaches

INTERNATIONAL CONFERENCE 21 - 24 November 2019

Museu Nacional de Arte Antiga

Rua das Janelas Verdes, 1249-017 Lisbon, Portugal

Instituto de História da Arte, Universidade NOVA de Lisboa

Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil

TIAMSA – The International Art Market Studies Association

Thursday 21 November

8:45

Registration

09:30 – 09:45

Welcome

Johannes Nathan, TIAMSA; Technische Universität, Berlin, Germany

Adelaide Duarte, IHA/NOVA FCSH, Lisbon, Portugal

09:45 – 10:30 KEYNOTE ADDRESS

Olav Velthuis, University of Amsterdam, Netherlands

“How Contemporary Art Markets Are Made in the Global South”

10:30 – 10:45

Discussion followed by Coffee Break

Section 1: The Global South: The Local Markets and the Dynamics of the Global Art Market

Chair: Veronika Korbei, TIAMSA

11:10 – 11:30

Alain Quemin, Université Paris-8, France

“Leading Countries, the «Global South» and the Rest of the World: Reconsidering Categories through a Ranking of International Contemporary Art Galleries”

11:30 – 11:50

Alexandre Melo, ISCTE-IUL, Portugal

“No Compass. Neither South nor North: Between Parintins and Phnom Penh”

11:50 – 12:10

Joanna Bialynicka-Birula, Department of Market Analysis and Marketing Research, Cracow University of Economics, Poland

“Analyzing the International Art Trade from the Global South Perspective”

12:10 – 12:30

Idalina Conde, CIES/ISCTE-IUL, Portugal

“Contemporary Art, the Market, and the Global South”

12:30 – 12:45

Discussion followed by Lunch Break

Section 2 - Part 1: Southern Markets, Plural Markets, New Markets

Chair: Marcílio Franca Filho, Federal University of Paraíba, Brazil; TIAMSA-AMC_PSB; TIAMSA Legal

14:30 – 14:50

Elisabetta Lazzaro, HKU University of the Arts Utrecht, Netherlands

Nathalie Moureau, Université Paul Valéry Montpellier 3, France

“Comparing Internationalization Patterns Toward Emerging Markets for Contemporary Art: The cases of Art Basel in Miami and Hong Kong”

14:50 – 15:10

Jonathan Adeyemi, Queen’s University Belfast, United Kingdom

“Oasis in the Desert: Nigeria as an Evolving Hub of the African Contemporary Art Market”

15:10 – 15:30

Petja Grafenauer, Academy of Fine Arts, University of Ljubljana, Slovenia

Nataša Ivanović, Academy of Fine Arts, University of Ljubljana, Slovenia

Andrej Srakar, Institute for Economic Research (IER); Faculty of Economics, University of Ljubljana, Slovenia

“The Ljubljana Biennial of Graphic Arts and Its Socioeconomic Context: Capitalist vs. Socialist Art Markets”

15:30 – 15:45

Discussion followed by Long Coffee Break

Section 2 - Part 2: Southern Markets, Plural Markets, New Markets

Chair: Luís Urbano Afonso, Departamento de História/Artis - Instituto de História da Arte, Faculdade de Letras da Universidade de Lisboa

16:25 – 16:45

Iain Robertson, Sotheby's Institute of Art,
London, United Kingdom
"Chinese Contemporary Export Art: 1989-2019"

16:45 – 17:05

Simeng Chang, Erasmus University Rotterdam,
Netherlands; Burgundy School of Business,
France
*"Network and Structure: Mapping the
Museum Valorization in Chinese Emerging
Contemporary Art"*

17:05 – 17:25

David Challis, Melbourne University, Australia
*"Art as Alchemy: Reframing the 'Work' of Art in
the Global South"*

17:25 – 17:40

Discussion

18:30 – 19:30

Special Event

optional, registration required by 31 Oct,
see tinyurl.com/y54c9gbc

Joana Vasconcelos Studio

Edifício Gonçalves Zarco, Rua da Cintura
do Porto de Lisboa, Doca de Alcântara
Norte 1350-352 Lisboa, Portugal

Friday 22 November

Section 3: The Collecting Process. Models, New Collectors and New Private Museums

Chair: Adelaide Duarte, IHA/NOVA FCSH; TIAMSA-AMC_PSB

09:30 – 09:50

Melanie Fasche, Sotheby's Institute of Art,
London, United Kingdom
*"Asian Art Collectors and Their Role in Markets
of Contemporary Art"*

09:50 – 10:10

Georgina Bexon, Royal Society of Arts and
Royal Asiatic Society, United Kingdom
*"Philanthropists and Patrons – A New Future
for the Indian Contemporary Art Market"*

10:10 – 10:30

Nei Vargas da Rosa, Federal University of Rio
Grande do Sul, Brazil
*"Perspectives of Contemporary Art Collecting
in Brazil"*

10:30 – 10:50

Paco Barragán, University of Salamanca, Spain
*"The Fantastic Voyage: The History of Collecting
from Pre-Modern Assyria until Contemporaneity
in Six Typologies (Psychologists and
Sociologists Please Abstain!)"*

10:50 – 11:05

Discussion followed by Coffee Break

Section 4 - Part 1: Agents in the Market: Circulation and Friction in the Art System

Chair: Helena Barranha, Instituto Superior Técnico, Universidade de Lisboa; Institute of Art History, School of Social Sciences and Humanities, Universidade NOVA de Lisboa

11:25 – 11:45

Michael Hutter, Institute of Sociology, Technische Universität Berlin, Germany; Berlin Social Science Center (WZB)
"Shifts in Consecration Power of and for African Players in Global Art Play"

11:45 – 12:05

Olga Sooudi, Department of Anthropology, University of Amsterdam, Netherlands
"A Dealer's Work: Creating Value, Creating Narratives"

12:05 – 12:25

Ana Avelar, University of Brasília, Brazil
"Clara Diament Sujo: Dealing with 'Art of the Americas' in Venezuela and the US"

12:25 – 12:45

Amanda Brandellero, Department of Arts and Culture Studies, Erasmus University, Rotterdam, Netherlands
"Placing Art in the Global Art Market: Status, Practices and Networks of Brazilian Art Galleries in a Transnational Cultural Field"

12:45 – 13:00

Discussion followed by Lunch Break

13:15 – 14:15

TIAMSA Groups Round Table
optional, no registration required

Section 4 - Part 2: Agents in the Market: Circulation and Friction in the Art System

Chair: Juan Arturo Rubio Arostegui, Universidad Nebrija, Spain

14:30 – 14:50

Jérémie Molho, Robert Schuman Centre for Advanced Studies, European University Institute, Florence, Italy
"Singapore and the Construction of a Southeast Asian Art Market"

14:50 – 15:10

Anita Archer, Melbourne University, Australia
"Global [South] Ambition: The Role of Art Auctions in the Strategic Positioning of Singapore and 'Southeast Asian Art'".

15:10 – 15:30

Mary Corrigan, Independent Scholar, South Africa
"How Validation Patterns Have Limited South-Centricity in the Contemporary African Art Ecology"

15:30 – 15:50

Carolina Rodvalho, Independent Scholar, Spain
"Is the Art Market Biased? Women Artists in the Spanish Art Market."

15:50 – 16:05

Discussion followed by Coffee Break

Section 5: The Legal Regime of The Purchase and Sale of Works of Art, Due Diligence and the Rights of the Artists

Chair: **Fernando Loureiro Bastos**, Universidade de Lisboa; TIAMSA-AMC_PSB; TIAMSA Legal

16:25 – 16:45

Sarah Hegenbart, Technical University, Munich, Germany

Philipp Nuernberger, Attorney, LL.M. New York, USA

“Restitutions and Art Markets in the Global South: Analysing the Implications of the Sarr-Savoy Report for African Art Markets”

16:45 – 17:05

Alicja Jagielska-Burduk, UNESCO Chair on Cultural Property Law, University of Opole, Poland

Claudia Quiñones, Attorney, Amineddoleh & Associates, New York, USA

“The Concept of Due Diligence for Cultural Property Transactions in the 1995 UNIDROIT and 1970 UNESCO Conventions”

17:05 – 17:25

Mariana Vogelaar Carlucci, Universidade de São Paulo, Brazil

“Inadequacy and Insufficiency of Brazilian Law on Droit de Suite and the Advantages of a Universal Resale Royalty Right for the Global South”

17:25 – 17:45

Żaneta Gwardzińska, UNESCO Chair on Cultural Property Law, University of Opole, Poland

“Private Collections and Private Museums in Polish Law”

17:45 – 18:00

Discussion

20:00 – 22:30

Dinner – Open to all, registration required by 10 Nov, see tinyurl.com/yyampwbw

Saturday 23 November

Section 6: The Crisis: Impact and Strategies

Chair: **Marta Pérez Ibáñez**, Independent Scholar; TIAMSA-AMC_PSB

09:30 – 09:50

John Zarobell, University of San Francisco, USA

“Strategies of Collectivization: Art Market Alternatives from the Global South”

09:50 – 10:10

Annatina Aerne, University of St. Gallen, Switzerland

“The Double-Edged Sword of Prestige: A Network Analytic Approach to the Cooperation among Art Organizations in Bogotá’s Emerging Art Scene”

10:10 – 10:30

Linli Li, School of Art and Design, Guangdong University of Technology, China

“A Study on Art Funds in China: Features, Values, and Limits”

10:30 – 10:50

Vera Carmo, Colégio das Artes da Universidade de Coimbra (UC) and Instituto Universitário da Maia (ISMAI), Portugal

“Mola: Documenting Artist-Run Spaces”

10:50 – 11:10

Luís Urbano Afonso, School of Arts of the University of Lisbon, Portugal

Alexandra Fernandes, ISCTE-IUL, Portugal

Loizos Petrides, ISCTE-IUL, Portugal

“The Reinvention of the Business Model of a Major Portuguese Auction House”

11:10 – 11:25

Discussion followed by Coffee Break

11:45 – 12:30 KEYNOTE ADDRESS

Ana Letícia Fialho, HSE at Universidade Federal de São Paulo, Brazil

“Contemporary Art Markets in Latin America: Internationalization in Disequilibrium”

12:30 – 12:45

Discussion

12:45 – 13:00 FAREWELL

Veronika Korbei, TIAMSA

Johannes Nathan, TIAMSA; TU Berlin

13:00 – 14:00

Lunch Break

14:00 – 15:30

TIAMSA Annual General Meeting

16:30 – 18:00

Special Event

optional, registration required by 31 Oct, see tinyurl.com/yyk57qwa

National Tile Museum

Rua da Madre de Deus, 4, 1900-312 Lisboa

Sunday 24 November

Special Event - optional, registration required by 31 Oct, see tinyurl.com/y639tuss

Anozero - Coimbra Biennial of Contemporary Art Coimbra, Portugal

Guided visit with the curators Agnaldo Farias and Lígia Afonso. anozero-bienaldecoimbra.pt

Transportation: by train (CP – Comboios de Portugal, 2h30) or by bus (Rede Expressos, 2h20)

ORGANIZATION



INSTITUTO
DE HISTÓRIA
DA ARTE



NOVAFCSH
FACULDADE DE CIÊNCIAS SOCIAIS E HUMANAS
UNIVERSIDADE NOVA DE LISBOA



FCT
Fundação para a Ciência
e a Tecnologia



art
market
studies



IARTS
INSTITUTO DE ARTES



PPGAV
PROGRAMA DE PÓS-GRADUAÇÃO EM ARTES VISUAIS



UFRGS
UNIVERSIDADE FEDERAL
DO RIO GRANDE DO SUL

SPONSORS



PALÁCIO DO CORREIO VELHO



MNAA
MUSEU NACIONAL DE ARTE ANTIGA

CONFERENCE REGISTRATION *(Required, Deadline 31 Oct 2019)*

Please complete the form on the conference website:

globalsouthconference.weebly.com/registration.html

and send it together with your proof of payment to: conference.globalsouth@gmail.com

FEES:

Regular: 30€ / TIAMSA Members: 10€ / Students of the *Art Market and Collecting-FCSH and Art Market-ISCTE* curricula (proof required): free.

Late Registrations (after 31 Oct): Regular: 40€ / TIAMSA Members: 15€

REGISTRATION FOR CONFERENCE DINNER AND SPECIAL EVENTS

- Dinner open to all, 22 Nov (self-paid): tinyurl.com/yyampwbw (Deadline 10 Nov)

- Studio Visit, 21 Nov: tinyurl.com/y54c9gbc (Deadline 31 Oct)

- National Tile Museum, 23 Nov: tinyurl.com/yyk57qwa (Deadline 31 Oct)

- Anozero, Coimbra Biennial of Contemporary Art, 24 Nov: tinyurl.com/y639tuss (Deadline 31 Oct)