The Art Fair (London, 13-15 Jul 17)

Sotheby's Institute of Art, London, Jul 13–15, 2017
Registration deadline: Jul 10, 2017

Veronika Korbei

The Art Fair
The 2017 TIAMSA Conference

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

Tickets: https://tiamsaartfairconference2017.eventbrite.com
The programme is available as pdf on https://www.artmarketstudies.org

Conference PRE-PROGRAMME – Private Tours
Thursday 13 July
'Historic' Option
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

To book a place you have to be a member of TIAMSA.
This tour has a maximum capacity of 20 participants.
Book your place here: https://tiamsaagnewsstockbooks.eventbrite.com
Further information is on your ticket

3.40pm – 4.30pm (parallel to Ropac Tour)
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)

To book a place you have to be a member of TIAMSA.
This tour has a maximum capacity of 20 participants.
Book your place here: https://tiamsangtour.eventbrite.com
Further information is on your ticket

'Contemporary' Option

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

2.30pm – 4.15pm (parallel to National Gallery Highlights 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

To book a place you have to be a member of TIAMSA.
This tour has a maximum capacity of 25 participants.
Book your place here: https://tiamsaropactour.eventbrite.com
Further information is on your ticket

TIAMSA Annual GENERAL MEETING (AGM)

5.00pm – 6.00pm
TIAMSA AGM (for TIAMSA members only)

Keynote lecture 1

6.30pm – 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, and Johannes Nathan, TIAMSA Chair

Session 1 (plenary): Mapping the Art Fair I
Chair: Olav Velthuis, University of Amsterdam (NL)

9.45am – Sofia Evangelou and Rachel A. J. Pownall, Maastricht University, Maastricht (NL)
Art Fairs in the 21st Century and Their Role in the Global Art Market Scene

10.15am – Nadine Oberste-Hetbleck, University of Cologne (GER)
Art Cologne: The First Art Fair for Modern and Contemporary Art Between Globalisation and Localisation

10.45am – Coffee

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

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

12.15pm – Concluding Discussion (c. 15 mins.)

12.30pm – Buffet Lunch (provided)

Session 2 (parallel with Session 3): Standards of Quality and Vetting
Chair: Susanna Avery-Quash, National Gallery London (UK)

2.00pm – Deborah Schultz, Regent's University London (UK)
The Art Fair as Curated Event

2.30pm – Erica H. Coslor, University of Melbourne, Melbourne (AU) and Yuval Millo, Warwick Business School (UK)
Price or Prize? Art Fairs as Valuation Devices

3.00pm – Coffee

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 (parallel with Session 2): Historical & Geographical Contexts
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

2.30pm – Stoyan Sgourev, ESSEC Business School, Paris (FR)
Salons, Secessions and Fairs: Historical Links and Benefits

3.00pm – Coffee

3.30pm – Simeng Chang and Marilena Vecco, Erasmus University, Rotterdam (NL) and Roberto Zanola, Universita' degli Studi del Piemonte Orientale, Alessandria (ITA)
Strategies of Art Fairs: How to Merge in Mainland China?

4.00pm – Linzhi Zhang, University of Cambridge (UK)
From Beijing to Basel: Chinese Galleries in Art Fairs

4.30pm – Adelaide Duarte, Universidade Nova de Lisboa (PT)
From Global to Local: ARCOmadrid – ARCOlisboa

5.00pm – Concluding Discussion (c. 15 mins.)

5.15pm – Interval

Keynote lecture 2
6.00pm – 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 (open to all, advance booking required, paid for individually; booking information available soon on artmarketstudies.org)

Saturday 15 July

9.15am – Registration

Session 3 (plenary): Mapping the Art Fair II
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

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.)

12.30pm – Buffet Lunch (provided)

1.00pm – Sub-Committee Meetings

Session 5 (parallel with Session 6): Experimentation
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, Berlin (DE)
The 1960s and 1970s West German Art Fairs as Laboratories of Democracy

3.00pm – Coffee

3.30pm – Martin Hartung, ETH Zurich (CH)
Politics of the Art Fair, 1967-1973

4.00pm – Ronit Milano, Ben-Gurion University of the Negev (IL)
The “Online” Economy of the Art Fair: The Case of Artspace Website

4.30pm – Concluding Discussion (c. 15 mins.)

Session 6 (parallel with Session 5): Biennales and Nascent Fairs
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

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
4.45pm (ends. c. 5.15pm)

Tickets
TIAMSA Members £ 70 / Non-members £ 100
TIAMSA Concessionary members £ 40 / Concessions and Students £ 50

Online registration is now open:
https://tiamsaartfairconference2017.eventbrite.com
Online registration closes on 10 July, 2017

On the day – Tickets
£ 120 – provided there is room
£ 70 concessionary – provided there is room
On the day CASH ONLY

https://tiamsaartfairconference2017.eventbrite.com

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)

Reference:
CONF: The Art Fair (London, 13-15 Jul 17). In: ArtHist.net, May 17, 2017 (accessed Nov 24, 2026), <https://arthist.net/archive/15568>.