

## Between Exhibition and Fair (Bologna, 2–3 Feb 18)

Arte Fiera, Bologna, Italy, Feb 2–04, 2018

[www.artefiera.it/en/events/internationalbrconference/8043.html](http://www.artefiera.it/en/events/internationalbrconference/8043.html)

Cristina Baldacci, Università luav di Venezia, Università di Bologna

BETWEEN EXHIBITION AND FAIR: ENTRE CHIEN ET LOUP

curated by Angela Vettese

with Clarissa Ricci, Cristina Baldacci and Camilla Salvaneschi

conference: Fri-Sat, 02-03 February 2018

talk: Sun, 04 February 2018

"Between Exhibition and Fair: Entre Chien et Loup" is an international conference promoted by Arte Fiera and organized by the luav University of Venice, under the patronage of the University of Bologna, on February 02-03, 2018.

In recent years, large-scale exhibitions and art fairs have become more alike, although they have been long considered two distinct, and to a certain extent, opposite formats. Establishing the boundaries between what, in the contemporary art world, is a cultural or commercial event presents as many complexities as the value estimation process of artworks and artists. Production, circulation, and reception of artworks are, in fact, part of an osmotic mechanism, which allows a permeability between what is part of an exhibition and what is brought on the market. With distinctions, today's scenario resembles that of the late 19th century, when there wasn't an ethical boundary between culture and market, and institutions such as the Venice Biennale had an ordinary Sales Office.

The conference intends to analyze the modalities and reasons that have led to the change taking place within the art system, where the differences between biennials and art fairs seem to disappear, just as when dusk settles, between dog and wolf, 'entre chien et loup'. In these two days of meetings with scholars, curators, artists, editors, and gallerists, the discussion will focus on three main themes: exhibition strategies, the role of the media, and the circulation of artworks. To each of these complementary themes, a single panel is reserved:

1) Fairs and Biennials: A Couple or Sisters?

curated by Clarissa Ricci

2) Art Magazines: Privileged Observers or Instruments of the Institution?

curated by Camilla Salvaneschi

3) Impermanence: What Happens When the Artwork is Gone?

curated by Cristina Baldacci

PROGRAM

Friday, 02 February, 2018

11:45-12:00 Introductory remarks, Angela Vettese (Arte Fiera/Università luav di Venezia)

PANEL I – FAIRS AND BIENNIALS: A COUPLE OR SISTERS?

curated by Clarissa Ricci

12:00-13:00 Keynote, Terry Smith (University of Pittsburgh)

Biennials /Art Fairs in the Exhibitionary Complex

13:00-14:00 break

14:00-14:15 Introduction, Clarissa Ricci (Università luav di Venezia)

14:15-14:40 Bruce Altshuler (New York University)

The Art Market and Exhibitions of the Avant-Garde

14:40-15:00 Stefano Baia Curioni (Università Bocconi, Milano) Convergencies and Distances:  
Notes on the Industrial Character of the Contemporary Art System

15:00-15:20 Lorenzo Balbi (MAMbo, Bologna)

Context as Content: Inside the 'White Booth'

15:20-15:40 Jean Minguet (ArtPrice)

Art Fairs vs. Biennials from a Market Point of View

15:40-16:15 Panel discussion, followed by a Q&A

Chair: Roberto Pinto (Università degli Studi di Bologna)

16:15-16:45 break

PANEL II – ART MAGAZINES: PRIVILEGED OBSERVERS OR INSTRUMENTS OF THE INSTITUTION?

curated by Camilla Salvaneschi

Part 1

16:45-17:00 Introduction, Camilla Salvaneschi (University of Aberdeen/Università luav di Venezia)

17:00-18:00 Keynote, Gwen Allen (San Francisco State University) Between Page and Exhibition:  
Art Magazines Today

Saturday, 03 February, 2018

PANEL II – ART MAGAZINES: PRIVILEGED OBSERVERS OR INSTRUMENTS OF THE INSTITUTION?

Part 2

11:45-12:00 Moky May (ArtReview)

Did Video Kill the Magazine Star? Or Was It Social Media? How the Internet is Changing the Relationship Between the Traditional Actors in the Art World

12:00-12:15 Jörg Heiser (Universität der Künste Berlin/Frieze)

The Exhausted Spectator: Criticism Amidst Mega-Exhibitions and the Art Fair Circus

12:15-12:30 Jens Hoffmann (The Exhibitionist)

Back to the Past and into the Future: Curating a History of Exhibitions

12:30-12:45 Suzette and Brendon Bell-Roberts (Art Africa)

Between Exhibition & Fair: From an African Perspective (2000–2018)

12:45-13:00 Stephanie Bailey (Ocula/Ibraaz)

A World Affair

13:00-13:15 Antonio Scoccimarro (Mousse)

Before and After Science

13:15-13:45 Panel discussion, followed by a Q&A

Chair: Cathryn Drake (freelance writer and editor)

13:45-14:45 break

PANEL III – IMPERMANENCE: WHAT HAPPENS WHEN THE ARTWORK IS GONE?

curated by Cristina Baldacci

14:45-15:00 Introduction, Cristina Baldacci (ICI Berlin/Università Iuav di Venezia)

15:00-16:00 Keynote, John Rajchman (Columbia University, New York) Lyotard's 'Résistance' and Exhibition Today

16:00-16:30 break

16:30-16:50 Jacob Lund (Aarhus University)

Dematerialization in the Contemporary Present

16:50-17:10 Gean Moreno (ICA, Miami)

And the Excluded?

17:10-17:30 Marianne Wagner (LWL-Museum, Münster)

From Time to Time: On the Different Lives of an Artwork

17:30-18:00 Panel discussion, followed by a Q&A

Chair: Chiara Vecchiarelli (École normale supérieure, Paris/Università Iuav di Venezia)

Sunday, 04 February, 2018

Talk Area, 16:00

Let's Talk. Between Exhibition and fair: The Italian Art Market

Talk with: Cesare Biasini Selvaggi (Exibart), Roberto Casamonti (Collezione Roberto Casamonti), Cristina Casero (Università degli Studi di Parma), Stefano Monti (Monti&Taft Partner), Silvia Simoncelli (NABA), Federica Veratelli (Università degli Studi di Parma)

Reference:

CONF: Between Exhibition and Fair (Bologna, 2-3 Feb 18). In: ArtHist.net, Jan 29, 2018 (accessed Sep 27, 2024), <<https://arthist.net/archive/17242>>.