

Art and Branding in Hypercapitalism (Bern, 1 Dec 18)

PROGR – Center for Cultural Production, Room 369, Waisenhausplatz 30, 3011 Bern,
Dec 01, 2018

Ismene Wyss, Universität Bern

The symposium aims at investigating the factors that lead to the affirmative behavior of contemporary artistic production towards the functioning of brands. Taking the concept of “aesthetic economy” by German philosopher Gernot Böhme as a starting point, we would like to open a discussion among experts on how the aestheticization and commercialization of all realms of daily life affect contemporary art.

14:00 Visit of the exhibition New Nordic Luxury by SANKE

15:00 Welcome and introduction

M.A. Ismene Wyss, University of Bern

Moderation by Marta Kwiatkowski, Reflector gallery

SESSION I

15:15 How to Build a Luxury Brand

Michelle Nicol, Co-founder and Curator & Rudolf

Schuermann, Co-founder and Strategist, Neutral Zurich

15:45 The Four Secrets to Building Your Billion Dollar Brand

M.A. Andreas Ervik, University of Oslo

16:15 Discussion

16:45 Coffee break

SESSION II

17:15 Post Digital Display. Visual Merchandising as Artistic Strategy

M.A. Stefanie Marlene Wenger, University of Bern

17:45 What You Desire Is Not What You Want

Prof. Dr. Marcus Steinweg,

State Academy of Fine Arts Karlsruhe

18:15 Discussion

18:45 Final remarks and apéro at Reflector gallery

Free Entry, The event will be held in English

Reference:

CONF: Art and Branding in Hypercapitalism (Bern, 1 Dec 18). In: Arthist.net, Nov 27, 2018 (accessed Apr 30, 2024), <<https://arthist.net/archive/19653>>.