Researching art market practices from past to present II (Utrecht, 17-18 Dec 18)

HKU University of the Arts Utrecht, Dec 17–18, 2018
Registration deadline: Dec 7, 2018

Adriana Turpin, IESA/UK

TOOLS FOR THE FUTURE: RESEARCHING ART MARKET PRACTICES FROM PAST TO PRESENT
Workshop 2 - The Artist as an Entrepreneur and Career Paths

HKU University of the Arts Utrecht, The Netherlands
Nieuwekade 1, Room 4.28 (4th floor) - 3511 RV Utrecht , Utrecht, The Netherlands

Monday 17 December 2018
10 Registration
10:30 Opening welcome, Désirée Majoor and Elisabetta Lazzaro, HKU University of the Arts Utrecht
10:45 SESSION 1 - THE VISUAL ARTIST, A SPECIAL CASE?
Chair: Nathalie Moureau (Université Paul Valéry Montpellier 3)
Yearime Castel y Barragan (Sorbonne Nouvelle University, Paris), To be or not to be a star !
Melanie Fasche (University of Bayreuth), “Art for the people” - Learning from the fabulous career of the street artist Thierry Guetta alias Mr.Brainwash,
Malvika Maheshwari (Ashoka University, Sonipat), Artistic entrepreneurship in times of extremism – The exploration of artists’ agency, authority and alternatives
12:15 Lunch

13:15 SESSION 2 - ENVIRONMENT, WORK CONDITIONS AND ARTISTS' STRATEGIES
Chair: Adriana Turpin (IESA-UK & Collecting & Display Working Group)
Rachel Esner (University of Amsterdam), Jean-Léon Gérôme: Painter-entrepreneur
Marta Pérez Ibáñez (University of Granada), The survival of Spanish artists in times of recession. Strategies, resileince and success of the 21st century's self-managing artist
Olga Kanzaki Sooudi (University of Amsterdam), Perspectives on the art market among two generations of contemporary artists in Mumbai, India

14:45 Coffee break

15:15 SESSION 3 - ARTISTS' NETWORKING
Chair: Elisabetta Lazzaro (HKU University of the Arts Utrecht)
Ana Alacovska and Trine Bille (Copenhagen Business School), The formal and informal economics of visual artists
Sarah Bakkali (University of Paris X Nanterre), Artists seeking for new markets: sociability net-

works and commercial strategies at the Isabey studio,
I-Yi Hsie (National Taiwan University), Art Malls and the Culture of Popular Art Collecting in East Asia
Juliana Murcia Ortiz (Universidad de Los Andes, Bogota), Artbo Weekend and urban interventions in Bogota!

17:15 Coffee break

17:45 Keynote: Paolo Coen (University of Teramo), Carlo Maratti (1625-1713): Shaping a social and professional role for the modern artist

18:45 Day 1 wrap-up, Adriana Turpin (IESA-UK & Collecting & Display Working Group)
19 Closing of Day 1

Tuesday 18 December 2018
9 SESSION 4 - INSTITUTIONS AND ARTISTS' CAREERS!
Chair: Elisabetta Lazzaro (HKU University of the Arts Utrecht)!
Neil Alper and Gregory Wassall (Northeastern University, Boston), The career paths of visual arts!
Bronwyn Coate (RMIT University, Melbourne), Participation in the Venice Biennale and the implications for artists' careers and trajectories: Evidence from Australia
Marcela Rusinko (Masaryk University Brno), Disregarded or adored? Women artists ' market in communist Czekoslovakia. The case of Adriena Simotova and her career path
10:30 Coffee break

11 SESSION 5 - ARTISTS, INTERMEDIARIES AND THE INTERNATIONAL MARKET
Chair: Adriana Turpin (IESA-UK & Collecting & Display Working Group)!
Bruce Haines (Kingston University, London), What might alternative methods of representing artists in the commercial sector look like!
Tamara Mason (Temple University, Philadelphia), The allure of spirituality: El Greco and his Spanish patronage!
Elisabetta Lazzaro and Nathalie Moureau (HKU University of the Arts Utrecht & Université Paul Valéry Montpellier 3), Artists' promotion and internationalisation: A fair's perspective!

12:30 Lunch

13:30 SESSION 6 - VALUING AND RANKING ARTISTS
Chair: Nathalie Moureau (Université Paul Valéry Montpellier 3)
Francesco Angelini and Massimiliano Castellani (University of Bologna), A new measure of artists' talent and fame: an empirical approach!
Andrea Rurale (Bocconi University, Milan), The value of an art work: Sense and sensibility
Darius Spieth (Louisiana State University), Art by numbers': Rankings of artists, the art historical canon, and the art market

15 Coffee break

15:30 Keynote: Marek Claassen (Fouder and CEO of Artfacts.net, Berlin), Artist: A career off the beaten path!
16:30 Ana Barroso (artist, Lisbon), Video and introduction

17 Round table: Yearime Castel y Barragan, Ana Barroso, Trine Bille. Marek Claassen, Bruce Haines, Malvika Maheshwari, Darius Spieth
Chair: Elisabetta Lazzaro (HKU University of the Arts Utrecht)
18 Closing of the Workshop and buffet

This workshop is free of charge, but registration is mandatory. Email elisabetta.lazzaro@hku.nl before 7 December to register.

ORGANISATION ELISABETTA LAZZARO (CREATIVE ECONOMY - HKU UNIVERSITY OF THE ARTS UTRECHT) IN COLLABORATION WITH
NATHALIE MOUREAU (UNIVERSITÉ PAUL VALÉRY MONTPELLIER 3) AND ADRIANA TURPIN (IE-SA-UK & COLLECTING & DISPLAY
WORKING GROUP)
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Reference:
CONF: Researching art market practices from past to present II (Utrecht, 17-18 Dec 18). In: ArtHist.net, Dec 1, 2018 (accessed Nov 2, 2026), <https://arthist.net/archive/19675>.