

## The Formation and Development of New Markets (London, 30–31 May 19)

Royal Academy London and School of the Arts, Kingston University, May 30–31,  
2019

Registration deadline: May 28, 2019

Adriana Turpin, IESA/UK

### Tools for the Future: The Formation and Development of New Markets

As the art market in Europe has developed, there have been many instances where new areas of collecting have emerged onto the market, very often reaching record-breaking prices. This workshop focuses on examples of this type of new market, whether in the primary or secondary sector, the aim being to analyse and understand the mechanisms by which a particular 'product' enters the market, gains authority and thus becomes collectable. In studying the evolution of these markets, the complex relationships between the different agents interacting with each other to create, support and sustain the taste or fashion for these works provide evidence of how art markets function, whether today or in the past. Papers examine the processes by which new markets are validated and question whether this is a necessary part of acceptance and stability, or whether in the contemporary art market, this is no longer necessary; another question that links past and present markets is the question of investment and whether it a factor in creating new markets. Underpinning many of these questions lies the issue of information and how important is accessibility to that information in the market.

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### PROGRAMME

Thursday, 30 May, Royal Academy

9.45 Welcome

- Anna Dempster, Head of Academic Programmes at the Royal Academy of Arts

10.00 Introduction

- Adriana Turpin, Institut d'Études Supérieures des Arts

10.15 Keynote

Benedicte Miyamoto, Université Sorbonne Nouvelle

"New market testing old networks at London auction houses, 1760-1815"

11.05-11.30 Coffee Break

11.30 SESSION ONE: The role of the state

Renata Komić Marn and Tina Košak, ZRC SAZU, France Stele Institute of Art History, Ljubljana  
"Caught between New Politics and Economic Crisis: Market with Art and Antiquities in Interwar Yugoslavia"

Hoe Su Fern, Singapore Management University  
"Lively Infrastructures: Tracing the Redistributive Potentials of the State-Led Development of a Contemporary Art Marketplace in Singapore"

Malvika Maheshwari, Ashoka University, Sonipat  
The State of the Arts: Role of the Indian State in Making Artists and the 'Emerging Indian Art Market'"

#### DISCUSSION

12.45 Lunch

13.45 SESSION TWO: Artists and the fair creating new markets

Sarah Bakkall University of Paris X Nanterre  
"From the artist studio to the amateur's portfolio: the modern drawing market and collecting in Paris early 19th century"

Marta Pérez Ibáñez, University of Granada  
"The 21st Century Self-managing Artist and the genesis of new art market trends in Spain"

Michele Casagrande, Erasmus University, Rotterdam  
"Spreading the word. The Venice Biennale as "globalisation gateway" and its impact on the international diffusion of People's Republic of China contemporary art"

#### DISCUSSION

15.00 Break

15.30 SESSION THREE: The Collectors role in creating new markets

Tamara J. Mason, Temple University  
"El Greco and the Barnes Foundation: A "Proto-Modernist" in the burgeoning American art market"

Ludmila Budrina, Ural Federal University  
"The Demidoffs and the creation of a market for malachite"

Leslie Ramos, University of Cambridge  
"The Latin American Art Market: potential growth in an evolving yet fragile socio-economic environment"

#### DISCUSSION

16.45 SESSION FOUR The Dealer in the Market

Ludowijk Dekker and Ellen Loots, Erasmus University, Rotterdam

"Does art follow money, or money follow art? A qualitative study of the emerging art market in the city of Rotterdam"

Alice Ensabella, University of Grenoble

"Alphonse Bellier And The Creation Of The Market Of Modern Art At The Hotel Drouot (Paris, 1920-1930)"

Olga Kanzaki Sooudi, University of Amsterdam

"A dealer's work: Creating value in an emerging art market"

## DISCUSSION

18.00 Close of day

FRIDAY, 31 May, School of the Arts Kingston University

## 10.15 WELCOME & INTRODUCTION

10.20 Keynote:

Léa St. Rémond

"The Launch of New Artistic Markets at Parisian Auction Houses, 1830-1939"

11.00 Coffee

## 11.30 SESSION FIVE: Mapping Markets

Nadine Oberste-Hetbleck, University of Cologne

"A Digital Mapping Project on ART COLOGNE (1967–1997)"

David Hinojosa Admann, artist and independent scholar

"The Pure Taste Indicator - A new reference model for the art world"

Erin Chang & Ellen Loots, Erasmus University, Rotterdam

"How do performance goals of galleries relate to art market development? Evidence from the U.S. and the Netherlands"

## DISCUSSION

## 12.45 SESSION SIX: New Media and Social changes

Kinga Hamvai, Moholy-Nagy University of Art and Design Budapest

"Art in emerging markets: The case of India"

Marcela Rusink, Masaryk University Brno

"The Art market as a sign of social change? Auctioning confiscated art in the Post-war Czechoslovakia"

## DISCUSSION

13.30-14.30 Lunch

14.30-15.45 ROUND TABLE DISCUSSION: Dealers' strategies

Chair: Mark Westgarth

15.45 Break

16.15 17.30 ROUND TABLE: Developing tools for researching networks and data analysis

Chair: Léa St. Rémond

17.30-17.45 CLOSING REMARKS

- Elisabetta Lazzaro, HKU University of the Arts, Utrecht

- Natalie Moureau, Université Paul Valéry Montpellier 3

REGISTRATION: Please apply to [a.turpin@iesa.edu](mailto:a.turpin@iesa.edu) to register. Places are limited.

Fees: £55 for participants & £30 for students

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Reference:

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