

Tools for the Future (Rome, 25–26 Nov 19)

Accademia di San Luca, Rome, Italy, Nov 25–26, 2019

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Tools for the Future, Workshop # 4

Resarching Art Market Practices from Past to Present

Communication strategies: development, promotion and innovation

We are pleased to invite you to participate in the fourth of our International Workshops. This workshop is named Communication strategies: development, promotion and innovation and will take place at the Accademia di San Luca in Rome, on 25th and 26th November 2019.

This workshop is part of the International Workshops Series “Tools for the Future: Researching Art Market Practices from Past to Present”, jointly founded by ART-Dev University Paul Valéry Montpellier 3, Creative Economy-HKU University of the Arts Utrecht, IESA & Institute of Historical Research, London, and Faculty of Communication Sciences, University of Teramo.

Through individual presentations followed by group discussions, the series aims at bringing together scholars from different disciplines and areas of study of the art market to confront key issues and related methodologies that can be used to analyse the structures and principals of the art market. Previous workshops were, respectively, on art collectors, the artist as an entrepreneur and lastly, actors in the creation of new markets.

This fourth workshop is curated by Raffaella Morselli and Paolo Coen, supported by the Fondazione “Luigi Spezzaferro” and organized in collaboration with the Accademia Nazionale di San Luca and the Polo Museale del Lazio.

In this workshop we will address the importance of understanding how communication strategies can be effective or not. We intend communication in its broad sense of creating, delivering and diffusing artistic content, and how these processes are impacted by and impact the art market from an innovation perspective, where innovation can encompass technical as well as social innovation. The role of art and communication in the development, both cultural and economic, of particular territories is in turn important.

Communication involves developing successful strategies involving different parties of the market. These strategies may involve changes in artistic practice to better express the integrity of the artist’s work or they might refer to the dialogues between patron and artist in the commission. How does the creation of new languages, styles, patterns and fashions, new subjects or new media shape the perception and the value of the artist’s practice? How do networks act as or form part of communication strategies? Equally, communication within the art market is a highly important part of the art market, both in creating new markets and confirming traditional ones.

We therefore invite papers that consider strategies, processes and methods of communication in historic and contemporary markets, including communication innovations, including such topics as: digitisation, sales catalogues, artists' portraits, representations of artists studios or social media platforms, new media and new cultural and artistic centres that combine visual arts with other forms of performance or entertainment, as well as community engagement supported by public institutions or private patrons. By proposing novel methodologies from multiple disciplines, such papers should consider how these strategies can be analysed and understood in the context of the art market, rather than as traditionally limited to art historical interpretations of artists' innovations.

Please submit your abstract of 300 words with a short biography to pcoen@unite.it and to adrianaturpin@gmail.com by 30 July 2019. We aim to have the final programme ready by 1 September 2019. Registration for the workshop will be open to all participants from any of the workshops.

Reference:

CFP: Tools for the Future (Rome, 25-26 Nov 19). In: ArtHist.net, Jul 12, 2019 (accessed Jul 4, 2025), <<https://arthist.net/archive/21338>>.