

Between Culture and Capital (London, 10–11 Oct 07)

Courtauld

Courtauld Institute Research Forum

Between Culture and Capital

Art, Institutions and Corporate Patronage

Wednesday 10 and Thursday 11 October 2007

Kenneth Clark Lecture Theatre, Courtauld Institute of Art, Somerset House,
Strand, London
WC2R 0RN

Organised by Dr. Julian Stallabrass & Jeannine Tang

This two-day conference was inspired by a work of art by Carey Young, entitled *Image Transfer*, in which Young and collaborator Deborah Doane teach participants the skills to research potential corporate sponsors. The conference addresses issues raised by *Image Transfer*, to examine conditions under which cultural capital is produced and traded in relationships between art, art institutions and their corporate sponsors. The conference focuses on art practice and production from the 1990s onwards, emerging from 1970s and 80s state policies and culture supporting intersections of art and business patronage. The conference will look at the aesthetics of the neoliberal economy, corporate social responsibility, the interface of arts policy and public goods, and the role of art consultancies and/or art-business agencies in fostering relationships between the arts and corporate sponsors. Institutions supporting and exhibiting art production will be considered in relation to branding and fashion, within the spaces of the museum and gallery, and the resulting changes and innovations in curatorial and exhibition practices navigating courses between art production and sponsorship. The conference will also examine changing forms of art-work and labour, legacies of institutional critique and post-conceptual artistic strategies for both critical and collaborative involvement with corporate funders. This event has been made possible through the support of LCACE (London Centre for Arts and Cultural Enterprise) and the British Academy.

PROGRAMME

Wednesday 10 October

13.00 - 13.30 Registration

13.30 - 13.40 Opening of Conference: Sally Taylor (LCACE)

13.40 - 13.50 Introductory remarks: Jeannine Tang (Courtauld Institute of Art)

SESSION 1 Art Sponsorship and State Intervention

13.50 - 14.30 Sue Daniels (Arts & Business, London): title TBA

14.30 - 15.10 Jaime Stapleton (Birkbeck College):

The Future of Cultural Public Goods in the Market Society

15.10 - 15.50 COFFEE/TEA

SESSION 2 Art, Branding, Fashion

15.50 - 16.30 Swetlana Heger (Artist, Berlin): Re-Modelling Art

16.30 - 17.10 Chin-Tao Wu (Academica Sinica, Taiwan): Catwalks and

Artworks: Showing and Selling on the Global Stage

17.10 - 18.00 Roundtable discussion

Thursday 11 October

10.00 - 10.30 Registration

10.30 - 10.40 Introductory remarks: Jeannine Tang (Courtauld Institute of Art)

SESSION 3 Corporate Images

10.40 - 11.20 Carey Young (Artist, London): title TBA

11.20 - 12.00 Deborah Doane (Sustainable Consumption, WWF-UK): Paper

Tigers: The Myths and Limits of Corporate Social Responsibility

12.00 - 12.30 COFFEE/TEA

SESSION 4 The Limits of Institutional Critique

12.30 - 13.10 Alexander Alberro (University of Florida): Art,
Institutions, Critique

13.10 - 13.50 Sabine Breitwieser (Generali Foundation): Artists' Projects
in a Corporate Context

13.50 - 15.00 BREAK FOR LUNCH

SESSION 5 Museum Cultures

15.00 - 15.40 Julian Stallabrass (Courtauld Institute of Art): The
Branding of the Museum

15.40 - 16.20 Mark Rectanus (Iowa State University): Museums by Design:
Performing Globally

16.20 - 17.00 COFFEE/TEA

17.00 - 18.00 Roundtable discussion

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To book a place: £10 per day (£5 concessions per day for Courtauld staff and students), includes coffee and tea, on both days. Please send a cheque made payable to „Courtauld Institute of Art“ to: Research Forum Events Coordinator & Administrator, Courtauld Institute of Art Research Forum, Somerset House, Strand, London WC2R 0RN, clearly stating that you wish to book for the „Between Culture and Capital conference'. Or call 020 7848 2785/2909 to make a credit card booking. Or, for further information, send an email to : ResearchForumEvents@courtauld.ac.uk.

Reference:

CONF: Between Culture and Capital (London, 10-11 Oct 07). In: ArtHist.net, Oct 5, 2007 (accessed May 10, 2025), <<https://arthist.net/archive/29763>>.