



An Auction at the Hotel Drouot 1876, Private collection, courtesy of Talabardon & Gautier, Paris

Academic Conference and Workshop
on
The Formation and Development of New Markets

TOOLS FOR THE FUTURE: RESEARCHING ART MARKET PRACTICES FROM PAST TO PRESENT

Thursday 30 May, Royal Academy

Friday 31 May, Kingston School of Art, Kingston University

As the art market has grown and evolved worldwide, there have been many instances where new areas of production, trade, collecting and valuation of art have emerged. This academic conference and workshop focuses on exploring new paradigms and ways that art markets function, whether in the primary or secondary sector. The aim of this two-day conference and workshop is to evaluate, analyse and explore the range of mechanisms by which a particular 'product' enters the art market, how these markets evolve and who are the key players (whether collectors or dealers, individuals or institutions as well as the range of other agents). Well documented prior areas of research into art market innovation, emergence and growth include 17th century imports of Chinese and Japanese ceramics, lacquers and textiles; the market for 17th century Dutch and Flemish paintings in Paris and London during the 18th century; and the rise of the Barbizon school in 19th-century Paris. More recently we have seen the emergence of photography and street art as important areas of production introducing both opportunities and risks to existing and new players. New art forms such as digital and video art raise further questions as to whether existing models of agency are still appropriate and thus, whether new technology is fundamentally changing the creation, trade, consumption and validation of art.

This conference invites new and existing research around the emergence of art markets, their evolution and dynamics. Conference topics will include: the role of the state in the development of markets, the role of the artist. The art fair and the collector the creation of new markets, the dealer and the market, mapping markets, the role of new media and impact of social change – with an ongoing focus and discussion on the tools, techniques, research methods and strategies which enable the study of art markets.

In-depth discussion following each group of papers will allow participants to explore the complex relationships between the different factors that create, support and sustain the rise or fall of particular markets. The workshop ends with two round table discussions to explore further the methodologies involved in researching new markets.

For further information or to register please email adrianaturpin@gmail.com

Programme

Thursday, 30 May, Royal Academy

- 9.45 Welcome : Dr, Anna Dempster, Head of Academic Programmes at the Royal Academy of Arts
- 9.50 Introduction: Adriana Turpin, Institut d'Études Supérieures des Arts
- 10.00 **Keynote:** Bénédicte Miyamoto, Université Sorbonne Nouvelle: *New market testing old networks at London auction houses, 1760-1815*
- 10.50 Coffee Break
- 11.20 SESSION ONE: The role of the state**
- Renata Komić Marn, 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
- 12.30 LUNCH
- 12.40 SESSION TWO: Artists and the fair creating new markets**
- Sarah Bakkalli, University of Paris X Nanterre, *From the artist studio to the amateur's portfolio: the modern drawing market and collecting in Paris early 19th*
- Marta Pérez Ibáñez, University of Granada, *The 21st Century Self-managing Artist and the genesis of new art market trends in Spain*
- Anna Pojer, Royal Academy *Creating a market for Street Art*
- 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 & wine reception

FRIDAY, 31 May, School of the Arts Kingston University

10.15 WELCOME & INTRODUCTION

10.20 Keynote: Léa St. Raymond, Université Paris Nanterre, *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, University of Leeds

15.45 BREAK

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

Chair: Léa St. Raymond, Université Paris Nanterre

17.30-17.45 CLOSING REMARKS

Elisabetta Lazzaro, HKU University of the Arts, Utrecht, Natalie Moureau, Université Paul Valéry Montpellier 3

17.45 Wine Reception

The conference is organised by Adriana Turpin (Institut d'Études Supérieures des Arts, Paris), Elisabetta Lazzaro (HKU University of the Arts, Utrecht), Natalie Moureau (Université Paul Valéry Montpellier 3)) in partnership with Academic Programmes, Royal Academy of Art and Kingston School of Art, University of Kingston. It is further supported by the Society for the History of Collecting.

