

April 17, 2015 | Congress Center of the ART COLOGNE | Trade Fair Cologne

# ART CONGRESS COLOGNE

The art market of the 21st century between transparency, acceleration and globality

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**ART  
COLOGNE**  
49. INTERNATIONALER  
KUNSTMARKT  
16. – 19. APRIL 2015

[www.art-congress.com](http://www.art-congress.com)

# The art market of the 21<sup>st</sup> century between transparency, acceleration and globality

The idea behind the Art Congress Cologne arose against the background of the current developments in the international art market. The development of art and the art markets is to be the focus, as well as the legal and tax-related framework conditions that have been moving for some time, not always to the benefit of art.

“The faster the world moves, the faster the new becomes old,” is how collector Harald Falckenberg characterises the global development, including for the art market. Discussing this aspect at different levels with collectors, gallery owners, art market experts and curators and venturing to take look into the future is a key driving force.

Who will be the stars of tomorrow? Who will international collectors, gallerists and insiders consider worth investing in? How should the new markets in Africa, China, Middle East and South America be seen? These questions ranging around the evaluation of and the current developments in the art market will be discussed here by arts experts from Europe, the US, Africa, South America and the Gulf States .

The congress is aimed at private collectors, people who are interested in art, professional art market participants as well as institutions, banks and family offices.

# Program

## PLENARY SESSION



9.00 Opening by the Congress Chair

**Dr Roman Kräussl,**

Associate Professor, Luxembourg School of Finance, University of Luxembourg

9.15 **Keynote**

### The international art market today

- Size of the market and breakdown by country
- Breakdown by type of art sold
- Why contemporary art is now the largest-grossing sector
- Emerging economies – China, Russia, India, Gulf, Latin America, Africa
- How the established players have transformed this century
- The astonishing rise of art fairs
- The internet: to what extent will it change the market?
- Art as an investment



**Georgina Adam,**

Art market editor-at-large, The Art Newspaper, Art market columnist, The Financial Times and Author of "Big Bucks: The Explosion of the art market in the 21st century", London, UK

9.45 Coffee and Networking Break

10.00 **Panel**

### Development of the international art market from the viewpoint of top players from the international art scene

Presentation, Statements and Discussion



A Bipolar Art Market: Manic Prices, Depressed Values

**Todd Levin,** Director, LEVIN ART GROUP, New York, USA (Presentation)



**Dr Harald Falckenberg,** Founder of the Collection Falckenberg, Hamburg, Germany

**Andreas Rumbler,** Chairman Christie's Switzerland, International Director Impressionist, Modern Art, Postwar and Contemporary Art, Auctioneer, Zurich, Switzerland

10.55 **Keynote**

### The "Art Market" Turned "Global Art Industry" – What Does This Mean for The Future?



**Lawrence M. Shindell,**

Chairman, ARIS Title Insurance Corporation, New York, USA

11.25 Coffee and Networking Break

From 11.40

Presentations, Statements and Panel discussions on the following themes in two parallel sessions →

## SESSION A: MARKET DEVELOPMENT AND COLLECTOR TRENDS

## Positions



11.40

## Heave HO, Heave HO come and get the high/Low, down low

Stefan Simchowitz, Los Angeles, USA (Live video conference)



12.25

## Collecting art – my elixir of life

Prof. Dr Dr Thomas Olbricht, Olbricht Collection / me Collectors Room Berlin, Deutschland



12.45

Panel

## The Contemporary Art Market – Insights and Perspectives by Collectors

Statements and Discussion



Gil Andreas Bronner, Private Collection Philara Düsseldorf, Germany

Don and Mera Rubell, Founders of Rubell Family Collection, Miami, USA

13.20 Networking Lunch

14.20

Keynote

## From Biennial to Foundation: a look at the history of Sharjah Art Foundation

Sheikha Hoor Al-Qasimi, President and Director, Sharjah Art Foundation, Sharjah, United Arab Emirates



14.50

## Rising Art Market: Middle East

Ramin Salsali, Founder of Salsali Private Museum and Patron of the Arts Dubai, Dubai

15.20

Keynote



## Rising Art Market: Africa

It is imperative that the discourse around contemporary art practice in Africa is led by Africa

Mark Coetzee, Director and Chief Curator, Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), Cape Town, South Africa

15.50 Coffee and Networking Break

16.05

Panel

## Rising Art Market: China

Presentations, Statements and Discussion



The World is moving East. The invention of the Chinese artworld and market

Philip Dodd, Chairman Made in China (UK) Ltd and award-winning BBC broadcaster, London, UK (Presentation and moderation))



How the Chinese art market brought the Chinese art scene into the open

Philip Tinari, Director, Ullens Center for Contemporary Art (UCCA), Beijing, China (Presentation)



Yang Bin, Art Collector, Beijing, China

Pearl Lam, Founder and Owner of Pearl Lam Galleries, Hongkong – Shanghai – Singapore

Andreas Schmitz, CEO, HSBC Trinkaus &amp; Burkhardt AG, Collector of Chinese Art, Düsseldorf, Germany

## SESSION B: PLATFORMS, LAW AND TAX



12.00

## Rising Art Market: South America

**Gabriela Salgado**, Independent Contemporary Art Curator & Consultant, UK

12.20

Panel

## Challenges in the Online Art Market

Statements and Discussion

**Henry Blundell**, Founder & CEO of MasterArt / Artsolution sprl (Moderation)**Doerte Achilles**, Director of Business Development, artnet AG, Berlin, Germany**Sebastian Cwilich**, President and Chief Operating Officer, Artsy, New York, USA**Aino-Leena Grapin**, Managing Director Europe & Middle East, Paddle8, London, UK**Nicolas Mak**, Managing Director, WFA Online AG, Zug, Switzerland

13.20 Networking Lunch

14.20

Keynote

## From Biennial to Foundation: a look at the history of Sharjah Art Foundation

**Sheikha Hoor Al-Qasimi**, President and Director, Sharjah Art Foundation, Sharjah, United Arab Emirates

14.50

Panel

## Legal Procurement of Artworks – The increasing Significance of Contracts and Due Diligence in the Art Market

Statements and Discussion

**Dr Friederike Countess of Brühl M.A.**, Attorney at Law, K&L Gates, Berlin, Germany (Moderation)**Dr Lucas Elmenhorst M.A.**, Lawyer and Art Market Expert, dtb rechtsanwälte, Berlin, Germany**Birgit Kurtz**, Attorney at Law, Gibbons P.C., New York, USA**Dr Bertold Mueller**, Managing Director, CHRISTIE'S, Zurich, Switzerland

15.50 Coffee and Networking Break

16.05

Panel

Lacking Vision?  
Is the current Tax Policy weakening the Art Market in the EU?

Statements and Discussion on VAT for Artworks

**Dipl.-Finanzwirt Friedhelm Unverdorben**, Attorney at Law, Tax Consultant, RAUE LLP, Berlin, Germany (Moderation)**Nicola Beer**, Member of the Hesse State Parliament, former State Minister, Spokesperson for Science, Art and Europe, FDP Hesse Parliamentary Party, Wiesbaden, Germany**Florian Greiner**, Attorney at Law, Tax Consultant, Deltax Wirtschafts- und Steuerberatungsgesellschaft mbH, Cologne, Germany**Catherine Magnant**, Deputy Head of Unit, Cultural Policy and Innovation, European Commission, General Directorate for Education and Culture**Birgit Maria Sturm**, Managing Director, Association of German Galleries and Art Dealers e.V. (BVDG), Berlin, Germany

## PLENARY SESSION

17.30 – 18.00

**Interview with Santiago Sierra**

Artist, Conceptual and Performance Art

Moderator: **Marc LeBlanc**, independent curator and writer who lives and works in Los Angeles

## GET TOGETHER

Premium Partner:



Title Insurance for Art

ARIS Title Insurance Corporation is the global leader in managing the ownership risks of important art and collectibles. It is a member of NASDAQ-traded Argo Group. ARIS has been part of the global art industry landscape since 2006 and is the only insurance company in the world that provides true legal ownership (title) insurance based on a one-time premium for the life of ownership of the insured art and collectibles as well as the life of ownership of the owner's heirs. U.S.-headquartered, ARIS is establishing an EU-based affiliate title insurance company. ARIS serves the art trade internationally as well as the banking industry in fine art lending and the investment industry for alternative asset investment funds based on art and other important collectibles and works closely with the fine art property insurance industry insuring for physical loss or damage of these assets.

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Company Presentation:



RAUE LLP is one of the leading law firms in Germany in the area of fine arts and art trade. RAUE LLP has a unique understanding of the interests and needs of the art trade and advises artists, galleries, collectors, museums, foundations and auction houses on all legal and tax matters and matters of cultural policy. The firm's work also includes monitoring exhibitions and handling restitution cases.

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## Become a partner of the Art Congress Cologne!

Gern berate ich Sie zu den Positionierungsmöglichkeiten:



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## Registration



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**Register now online!**  
[www.art-congress.com/registration](http://www.art-congress.com/registration)

**Ticket Price:**  
**€ 495,-\***

### Registration Fee

(including **VIP Card** for ART COLOGNE giving access to Preview, Vernissage, Fair, VIP Lounge, VIP Program)

### Who should attend?

#### Attendees from the art market

- Art collectors
- Art dealers and Galerists
- Auction houses
- Art advisors
- Curators
- Museum directors

#### Attendees from the sectors Finance, Tax, Law and from institutions not directly associated with the art market

- Lawyers and attorneys
- Tax consultants
- Family Offices
- Banks
- Insurances
- Wealth management consultants

and anyone interested in art and the art market.

\* per person plus VAT