



# The Art **Business** Conference

The Queen Elizabeth II Conference Centre  
London

Thursday 4th September 2014

**Follow the conference live on Twitter @artmarketminds**

- 09:00 - 10:00 Breakfast networking in the Business Pavilion and delegate registration
- 10:00 - 10:05 Opening remarks from the Chair:  
**Georgina Adam**, FT & The Art Newspaper
- 10:05 - 10:15 Keynote speech  
**Victoria Borwick**, Deputy Mayor of London
- 10.15 - 11.20 Panel discussion: China
- The market potential and how to access it
  - Are there changes in taste when it comes to collecting western art and antiques?
  - Our panelists will offer guidance and advice on the market whether selling to Chinese collectors, exhibiting at an art fair, or establishing a business here.
- Moderator: **Melanie Gerlis**, Art Market Editor, The Art Newspaper  
**Fenella Barber**, Director, China - Britain Business Council  
**Olivier Hervet**, Partner, Hadrien de Montferrand Gallery  
**Fred Weijgertse**, Managing Director EMEA, Crown Fine Art  
**Robert Korzinek**, Fine Art Underwriter, W.R. Berkley Syndicate 1967
- 11.20 - 11.40 Networking break – Business Pavilion
- 11.40 - 12.00 Presentation – The Luxembourg Freeport  
**David Arendt**, Managing Director, The Luxembourg Freeport
- 12.00 – 12.30 Presentation: Art Financing
- As the value of blue chip art continues to rise, collectors and dealers are increasingly looking to leverage their art assets.
  - This presentation describes the different types of loans secured by art, what lenders are looking for when considering a lending opportunity, when can the borrower keep possession of the art, and the basis of valuation of art as collateral
  - Where the art finance market is heading?
- Pierre Valentin**, Partner, Constantine Cannon

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- 12:30-13:00      Presentation by the Authentication in Art Foundation  
**Milko Den Leeuw**
- 13:00 – 14.00      Networking Lunch in The Business Pavilion
- 14:05 – 14.20      Keynote speech  
**Ed Vaizey**, Minister of State for Culture and the Digital Economy
- 14:20 - 15:20      Panel discussion: the art market and social media
- Panelists offer guidance for engaging with social media and how to integrate this into your daily business strategy in a manageable way
  - Includes how-to guide and case studies, followed by a Q&A
- Moderator: **Simon Todd**, artnet  
**Cathy Ma**, Audience Development Consultant, Telegraph Media Group  
**Bec Storey**, Account Manager, Sutton PR  
**Marc Sands**, Chief Marketing Officer, Christie's
- 15:20 - 15:50      Selling Art Online
- This presentation focuses on new rules seeking to protect consumers buying on line
  - What do they mean for dealers and galleries?
- Pierre Valentin**, Partner, Constantine Cannon
- 15:50-16:10      Networking break in The Business Pavilion
- 16:10 – 17:10      Panel discussion: Artist's resale right
- Is ARR fit for purpose?
  - Will the USA introduce it?
  - What are the issues the art market is currently wrestling with?
  - Will legislators take any notice?
- Moderator: **Ivan Macquisten**, Editor, Antiques Trade Gazette  
**Leonora Gummer** Senior Manager, Artist Collecting Society  
**Simon Stokes** Partner, Blake Morgan

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- 17:10 - 17:30 Conference Chair, Georgina Adam's conclusions from the day
- 17:30 - 18:30 Evening networking drinks in The Business Pavilion

Our conference partner, **Grosvenor Events** will be providing Russian Standard Platinum Cocktails.

**Georgina Adam** and **Melanie Gerlis** will be available to sign their new books at the Lund Humphries exhibitor stand

To view the biographies of all our speakers please visit  
[www.theartbusinessconference.com/speakers](http://www.theartbusinessconference.com/speakers)

The Art Business Conference has been organised by



To register your feedback or interest in future conferences  
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E L L E M E D I A G R O U P



## CREATE

**kri:'ert/**

*verb*

Bring (something) into existence.

## PRINT

**print/**

*verb*

Produce (books, newspapers, leaflets, magazines etc.), especially in large quantities, by a mechanical process involving the transfer of text or designs to paper.

## PUBLISH

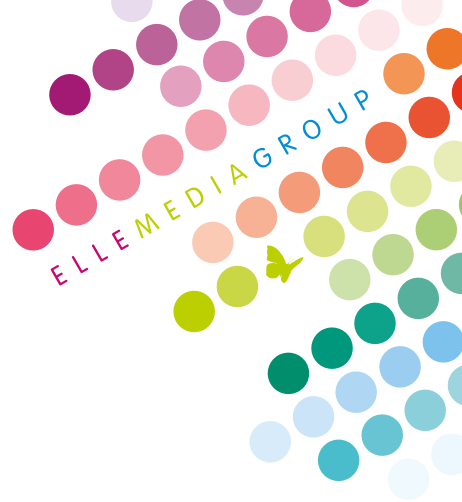
**pʌblɪʃ/**

*verb*

Prepare and issue (a greeting card, a book, journal, or piece of music) for public sale.

Superior, quality, integrity, contemporary ... A few of the words that have been used to describe our business, our people and the services we provide. With the introduction of our new state of the art press, consolidated with our core values and initiatives we undoubtedly stand out from our competitors.

We are passionate about who we are, what we do and where we are going and we believe this reflects in our total commitment to you.



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