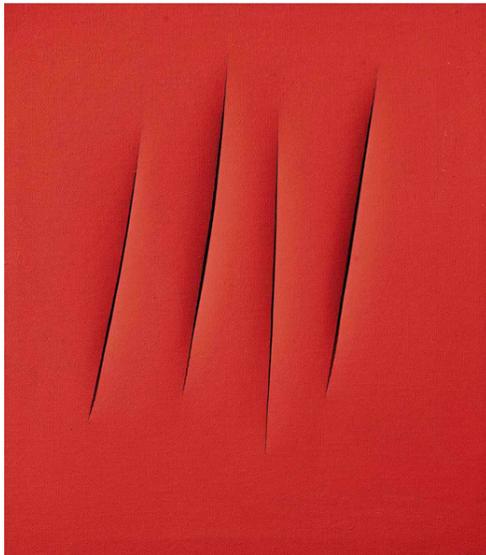




Press Release

CHANGE AND CHALLENGES – AN ART MARKET SYMPOSIUM AS TEFAF MAASTRICHT CELEBRATES ITS SILVER JUBILEE 16 MARCH 2012



Spatial Concept, Waiting (1966) by Lucio Fontana.
To be exhibited by Tornabuoni Art of Paris at TEFAF 2012.

Helvoirt 14 February 2012. An international line-up of experts, including investment and tax specialists, academics, a leading museum curator and a private collector will take part in a **symposium on the art market**, to be held on **16 March 2012** as one of the events marking **TEFAF Maastricht's** Silver Jubilee.

Change and Challenges – the art market's past 25 years and its future will examine the evolution of the market and identify the major economic, technological, cultural and demographic forces which have changed the way that art is bought and sold worldwide. It will reveal innovative approaches to sourcing, funding and displaying works of art and its influential participants will outline how the world of tomorrow will differ from today, spelling out the implications for those buying, selling and collecting art.

The symposium will be held from **09.00 to 12.00** at the **MECC** (Maastricht Exhibition and Congress Centre), where the 25th edition of TEFAF Maastricht, the world's best art and antiques fair, will take place from 16 - 25 March 2012. Entry to the event in **Auditorium 2** will cost €95 for members of the public. Journalists will be able to attend without charge but will need to register. The procedure for registration is explained below.

The symposium is part of a series of events and initiatives marking TEFAF Maastricht's Silver Jubilee and also reflects the Fair's longstanding commitment to studying the international art market. It publishes an independently-researched Art Market Report each year and the findings of this year's study will be examined and explained at the symposium.

The symposium programme

09.00 – 09.30 Registration in Auditorium 2 at the MECC.

09.30 – 09.40 Opening.

09.40 – 10.05 Dr Clare McAndrew will present the findings of the TEFAF Art Market Report *The International Art Market in 2012: Observations on the Art Trade over 25 Years*. Dr McAndrew, of Arts Economics, has established an unrivalled reputation for the depth and importance of her studies into the global art market. This year's report will reveal the latest trends in the market as well as examining its development over the past 25 years.

10.05 – 10.25 Prof Rachel Pownall on *Emotional Value and Art Investment*.

Prof Pownall, who is Associate Professor of Finance at Tilburg University in the Netherlands, is a leading scholar in art finance and alternative investments, including 'emotional assets'. She studies behavioural finance, risk management, sustainability and asset pricing and her work has been published in a number of international specialist journals. She has recently been appointed as Director of the International Institute of Art Finance, which will be based in Maastricht.

10.25 – 10.45 Fabian Bocart on *Financial risks and rewards of investments in art*.

Mr Bocart is Quantitative Research Director and co-founder of Tutela Capital, a Brussels-based company specialising in managing art as an alternative asset. The company uses the latest quantitative methodologies and its knowledge of the market to turn art into a safe and profitable investment.

10.45 – 11.00 Coffee break.

11.00 – 11.45 *Collecting for love or for money? A panel discussion moderated by Annabelle Birnie*. Ms Birnie has worked for leading art galleries and institutions in Europe and was formerly head of the Modern and Contemporary Art Department at Sotheby's Amsterdam. She is now Director of Corporate Sponsoring, Art Management and Events at ING, the Dutch-based global financial institution. The panel will consist of:

J. Patrice Marandel, Curator of Paintings at the Los Angeles County Museum of Art.

Philip Hoffman, Chief Executive of The Fine Art Fund Group.

Fabian Bocart, Quantitative Research Director of Tutela Capital.

Francesco Micheli, private collector.

Xavier Auerbach, tax partner at Pwc (Pricewaterhouse Coopers).

11.45 – 12.00 Conclusions by Jan Dalley, Arts Editor, *Financial Times*. As Arts Editor of one of the world's most renowned financial newspapers, which covers the art world comprehensively, Ms Dalley is in a perfect position to sum up the symposium and provide an overview of the market.

Artnet is the official partner of the TEFAF art symposium. Closely surveying the art market and its pricing trends for decades, artnet has been an essential partner to the professional art community and is pleased to contribute to this year's symposium discussing the art market's future challenges. The TEFAF art symposium will be available on artnet via live stream.

Registration for journalists:

All journalists will be welcome at the symposium, without charge, but need to register.

On the TEFAF website click on this image



Or go to the 'About TEFAF' section of the website, click on 'Jubilee' and then click on the same image.

The access code for members of the press registering is **ff1603as**.

Journalists who have been invited can register by clicking on the link below and using this access code:

http://www.eventure-online.com/eventure/welcome.do?type=participant&congress=40_12303

In all cases fill in the form using the access code and click on 'submit'.

Registration for the public:

Anyone interested can attend the TEFAF Art Symposium. The registration fee is € 95.00 (including VAT).

Members of the public can register by clicking on:

http://www.eventure-online.com/eventure/welcome.do?type=participant&congress=40_12302

Art, more than an Asset

TEFAF shares its view of art as more than an asset with its principal sponsor, AXA Art. Their partnership provides art collectors with unique expertise covering the full range of risk prevention, conservation, recovery and restoration, to enable them to maintain their collections in the best possible condition. www.axa-art.com

Notes for Editors

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