



Presents

## ***New Ways of Seeing***

Friday 17th March  
12pm - 5pm

Liang Yi Museum, Sheung Wan, Hong Kong

Venue Sponsor:



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12:00 pm

### **Registration and Welcome Coffee**

12:30 pm

### **Opening Remarks and Welcome from Art World Forum**

Ms. Anni Oates, Co-Founder and Director  
Ms. Veronica Neo, Co-Founder and Director

12:40 pm

### **Does Working in the Industry and Welcoming Newcomers Invite Fresh Perspectives?**

How do collaborations with other industries affect the art market? How are methods or business models adapting? How do perspectives change through partnerships, conversations or late-comers to the industry?

Mr. Guillaume Levy-Lambert, Founder, MaGMA Collection and Art Porters Gallery  
Dr. Jolita Pons, Head of the Political, Press and Information Section, European Union Delegation of Hong Kong and Macao

**Moderated by:**

Mr. Damian Chandler, Arts & Culture Communications Consultant



1:20 pm

### **Institutional Models in the Contemporary Art Market**

With a greater number of entrepreneurial leaps taken by collectors, what is the motive behind establishing institutions? How do traditional models differ from the new pop-up giants? How are institutions perceived in the contemporary art context?

Dr Dominique Bouchard, Head of Education and Public Programmes, Hong Kong Maritime Museum

**Interviewed by:**

Ms. Anni Oates, Co-Founder and Director

2:00 pm

### **Artworks Online: New Digital Trends Directing the Market**

With the online being a new media to play with, how are artworks promoting new genres? Are digital formats exploring new ground? Are new trends being established?

Ms. Selina Ting, Editor-in-chief, Cobo Social

2:25 pm

### **Refreshment Break**

3:10 pm

### **Building Distributed Trust and Certifying Works Online: What, Why and How?**

Acknowledging the significant level of speculation and lack of transparency in the art market, how does the online question the verification process? How do you overcome such obstacles? How can digital means contribute to the authentication of works?

Mr. Robert Norton, CEO and Founder, Verisart

**Interviewed by:**

Ms. Veronica Neo, Co-Founder and Director

3:50 pm

### **Does Technology Change The Art Experience?**

How has the art market welcomed technology? Has the online changed the way we value and understand art? Have digital platforms established a compatible aesthetic?

Ms. Jennifer Pratt, Gallery Partnerships Manager, Head of Asia and Oceania, Artsy  
Ms. Natasha Kaye Whiffin, Asia-Pacific Business Development Director, Paddle8  
Mr. Javier Martin, Contemporary Artist

**Moderated by:**

Mr. George Kypraios, Chief Executive, Yefira Consulting Pte Ltd.

4:30 pm

### **Closing Remarks**

Art World Forum Thank You and the Event Concludes