



Presents

## ***Creating Markets: Opportunities, Challenges and the Mainstream***

Wednesday 27th September 2017  
9am - 4pm  
One Farrer Hotel & Spa, Singapore

Pre-Event Cocktail Sponsor:



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9:00 am	<b>Registration and Welcome Coffee</b>
10:00 am	<b>Opening Remarks and Welcome from Art World Forum</b> Ms. Anni Oates, Co-Founder and Director Ms. Veronica Neo, Co-Founder and Director
10:10 am	<b>Welcome Comments</b> Dr. Richard Helfer, Chairman at RCH International Pte Ltd
10:25 am	<b>Welcome Comments From Cocktail Sponsor</b> Mr. Victor Chan, Director, AXA ART Asia
10:35 am	<b>Keynote Address</b> Mr. Milenko Prvački, Senior Fellow, Office of the President, LASALLE College of the Arts



10:55 am

**Art as an Asset Class: Ownership, Protection, Risk Management and the Long Term**

With greater demands to safeguard your assets, what are the greatest opportunities and challenges faced by the market and its players? Are new collectors performing their due diligence? Are they in it for the long term?

Ms. Jezamine Fewins, Partner, Stephenson Harwood LLP  
Mr. Mark Farrell, Head Trustee, BOS Trustee Limited

**Moderated by:**

Mr Kevin Oates, Managing Director, Marine Money Asia

11:30 am

**Estimating Value: the Commercialisation of Art and Design**

How can artworks and designs profit from the marketplace in the long term? How can they gain momentum and add value?

Mr. Shau En Tan, Group CFO/Assistant Chief Executive, IPOS

11:50 am

**Art x Philanthropy: An Opportunity**

What is the role of the arts in a dynamic society? Can philanthropy play a more strategic role in increasing a city's cultural capital?

Ms. Annie Yeo, Director & Head of Corporate Social Responsibility Asia, Deutsche Bank AG  
Mr Kola Luu, Director of Partnership Development, National Gallery Singapore

**Moderated by:**

Ms. Anne-Marie Clavelli, Head of Development and Strategy, The Community Foundation of Singapore

12:15 pm

**Lunch**

1:15 pm

**What Makes a Work of Art Valuable?**

How can value be measured? What are quantitative and qualitative aspects to look out for? Are cultural cues important in the valuation process? What of the non-financial value of art?

Mr. Khai Hori, Curatorial Director, Chan Hori  
Mr. Pablo Espinel Rudolf, Former Executive Board Member, Art Stage Singapore;  
President and Founder, Asia Art Initiative

**Moderated by:**

Ms. Veronica Neo, Co-Founder and Director, Art World Forum



1:55 pm

**How Has Technology Changed the Art Markets?**

How has technology changed the way we value, experience and understand art? How has technology increased our creative capacity? How is virtual reality causing a game change?

Mr. Dean Reinhard, Creative Technologist, Iris

**Interviewed by:**

Ms. Kim Tay, Gallery Manager, The Artling

2:20 pm

**How Has Internet Publishing and Social Media Changed the Parameters of Art Criticism?**

With the freedom of virtual speech at our fingertips, how has digital criticism affected constructive feedback? How is criticism valued and regulated?

Ms. Kay Vasey, Chief Connecting Officer, MeshMinds

**Interviewed by:**

Ms. Leanne Robers, Co-founder, Comish

2:45 pm

**The Relationship Between An Artist and The Art Market**

With a changing environment for the art ecosystem, are artists taking matters into their own hands? Are they re-defining their conventional title? How is the market reacting?

Mr. Scott Breton, Co-Founder and Online Project Director, The International Arts and Culture Group (TIAC)

**Interviewed by:**

Ms. Lynn Guo, Co-Founder, The International Arts and Culture Group (TIAC)

3:10 pm

**Interdependence: Methods and Sources of Support For A Sustainable Art Practice**

Addressing the art industry as still being heavily dependent on its opacity and handshakes, how are initiatives promoting growth and innovation? Is there a strong trust dynamic within the ecosystem?

Mr. Ruben Pang, Artist

Mr. John Philips, Associate Professor, National University of Singapore (NTU)

Ms. Michelle Ho, Curator, ADM Gallery & Assistant Director, Nanyang Technological University, Singapore

**Moderated by:**

Ms. Nadya Wang, Managing Editor, Art Republik Magazine

3:55 pm

**Closing Remarks**

Art World Forum Thank You and the Conference Concludes