



in association with



Present

## ***Artists Take the Lead***

Saturday 25th November 2017  
The International Arts and Culture Group (TIAC)  
Via Luna 8r, Firenze, Florence, Italy

- 9:30 am            **Registration and Welcome Coffee**
- 10:30 am           **Opening Remarks and Welcome from Art World Forum**  
Ms. Anni Oates, Co-Founder and Director  
Ms. Veronica Neo, Co-Founder and Director
- 10:40 am           **Welcome Comments**  
Ms. Lynn Guo, Co-Founder, The International Arts and Culture Group (TIAC)  
Mr. Scott Breton, Co-Founder and Online Project Director, The International Arts and Culture Group (TIAC)
- 10:50 am           **Keynote Address**  
Mr. Samir Ceric, CEO & Co-Founder, The Art Coach
- 11:10 am           **Keynote Address - The Artist's Perspective**  
Mr. Armen Agop, Artist

### **The International Art Market and Innovation**

- 11:30 am           **Case Study: Art and Finance**  
Is technology disrupting existing models of transaction? How are interactions being measured?  
  
Ms. Barbara Tagliaferri, Brand & Communications Leader, Deloitte



11:45 am

**Entrepreneurship in Art**

How can creative thinking promote positive change and social impact? How is entrepreneurship encouraged? Should artists and entrepreneurs unite?

Mr. Miguel Mayher, Artist & Entrepreneur

12:00 am

**Case Study: Thinking Outside the Box**

The challenges and opportunities faced by artists throughout their career. How has the art market categorised their practice? How can new initiatives inspire change?

Mr. Mitchell Price, Artist & Teacher, The Florence Academy of Art

Ms. Tessa Moroder, Co-Founder & Textile Designer, LottoZero

Ms. Daniela Astone, Artist & Director of Second-Year, The Florence Academy of Art

Mr. Emanuele Barili, Space Designer & Architect, Associazione Chi-Na

Ms. Anna Rosa Paladino, Artist & Performer

**Interviewed by:**

Mr. Miguel Mayher, Artist & Entrepreneur

12:45 pm

**Case Study: Redefining the Studio**

Constantly addressing the struggle of sourcing for an artist's studio, how have artists taken the matter into their own hands? How have public spaces been redefined, culturally and personally? How has the cultural space been revamped?

Mr. Cosimo Balestri, Space Designer & Architect, Associazione Chi-Na

Ms. Cristina Chiappinelli, Artist & Art-Teacher

Ms. Leonie Buche, Musician

Ms. Alessandra Tempesti, Curator, LottoZero

**Interviewed by:**

Mr. Miguel Mayher, Artist & Entrepreneur

1:30 pm

**Lunch**

**Existing Models vs Welcoming the New**

2:30 pm

**Processing History: An Introduction and Exploration**

Introducing computer art, how has contemporary art developed from historical contexts? How do modern means involve programming and coding? What are the limitations of classical and digital media?

Ms. Andrea Foenander, Art Historian



2:45 pm

**Art in the Making: New Media vs Classicism**

In a diversely digital world, how do classical processes still influence contemporary practice? Does contemporary and new media art adhere to foundations of classicism? How is the artwork approached?

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

Ms. Federica Moretti, Organizer, Cartasia International Biennale

Ms. Andrea Foenander, Art Historian

**Interviewed by:**

Ms. Anni Oates, Co-Founder and Director

3:15 pm

**The Institutional Paradigm: Protecting Heritage**

Drawing on legacy and heritage, how are institutions keeping up with the changing environment? How are classical models welcoming change and promoting adaptability?

Mr. Emiliano Galiani, Director and curator of Cartasia International Biennale

Ms. Federica Moretti, Organizer, Cartasia International Biennale

Mr. Giandomenico Semeraro, Vice-Director of Accademia di Belle Arti di Firenze

Mr. Emanuele Barletti, Curator of Annigoni Museum

**Moderated by:**

Ms. Veronica Neo, Co-Founder and Director

4:00 pm

**Case Study: Master Practice and The Environment**

What is the relationship an artist's practice has with their environment? How can art make a difference? What are the challenges you face when expressing social admiration or opposition through your work?

Mr. Chen Danqing, Art World Forum Featured Artist

**Interviewed by:**

Ms. Anni Oates, Co-Founder and Director

Ms. Veronica Neo, Co-Founder and Director

4:45 pm

**Closing Remarks**

Art World Forum Thank You and the Conference Concludes