

Global Contexts of the Latin American Art Market

Wednesday September 3, 2014, 10.00 to 18.00
Itaú Cultural Auditorium, Avenida Paulista 149, São Paulo

The conference *Global Contexts of the Contemporary Latin American Art Market* aims to explore and question the booming Latin American art scene in the context of accelerating internationalization of the art market. As a trade system, the art market is by definition one of the major platforms of globalization and cultural exchange. However, national and ethnic identity discourses persist in this context, and the tools provided by global art history are being developed and improved as to apprehend this phenomenon. The conference seeks to bring together specialists from different continents and fields of expertise.

This conference is co-organized by the University of Zurich and the Federal University of São Paulo.

The conference is free and open to the public. It will be simultaneously translated into English/Portuguese.

10.00-10.15 Welcome and Introduction
Dr. Nicolas Galley (Art Market Studies, University of Zurich)

Chair: Prof. Dr. Tristan Weddigen (University of Zurich)

10.15-11.00 Prof. Dr. Alain Quemin (University of Paris 8)
The Superstars of Contemporary Art: Globalization, Institutional Visibility and Economic Success on the Market

11.00-11.45 Dr. Ana Leticia Fialho (Latitude-Platform for Brazilian Galleries Abroad)
Placing Latin America in the Contemporary Art World Map: Expanding Art Markets and its Impact on Writing New Art Histories

11.45-12.15 Coffee Break

Chair: Prof. Dr. Jens Baumgarten (UNIFESP)

12.15-13.00 Dr. Ana Paula C. Simioni (USP)
Is the Gender a Question? Women Artists and Artistic Recognition in Twentieth-Century Brazil

13.00-14.30 Lunch

14.30-15.15 Angélica de Moraes (Independent Curator & Art Critic)

Contemporary Art from Brazil and Some Hegemonic Ideas About Brazilian Art: Facts and Myths

Chair: Prof. Dr. Leticia Squeff (UNIFESP)

15.15-16.00 Prof. Dr. Ana Magalhães (MAC USP)
Bienal de São Paulo Now and Then: Collections and the Making of a Gaze to Contemporary Art

16.00-16.30 Coffee Break

16.30-17.30 Panel Discussion

Galleries and Art Fairs as Agents of Globalization

Speakers

Pedro Barbosa (Collector)
Fernanda Feitosa (SP-Arte, Founder & Director)
Monica Novaes Esmanhotto (Latitude, Executive Manager)
Michèle Sandoz (Art Basel, Head of VIP & Visitor Services)

Moderators

Dr. Nicolas Galley and Décio Hernandez Di Giorgi

17.30-17.45 Concluding Remarks by Dr. Nicolas Galley

Organized by



University of Zurich
Art Market Studies



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