

Collecting Time: The Rise of the Video Art Market

Lecture by Dr. Noah Horowitz

Welcome words by Chonja Lee, President of Alumni Art History UZH and
Dr. Nicolas Galley, Director of Studies, Executive Master in Art Market Studies

Wednesday, Sep. 19, 2012, 6:15-7:30 pm

University of Zurich, KOL-E-18, with refreshments following the lecture in Lichthof Süd



Jen Liu, *Six colourful Tales: From the Emotional Spectrum (Women)*, videostill, 2011

While the imprint of technological innovation on art making is both indisputable and longstanding (ranging from early experiments with photographic processes to a host of new media practices today), the market has been considerably slower to embrace such transformational change. A new paradigm, however, is coming into focus. More types of art are now being produced, exhibited and collected than ever before, and this has fostered the rise of an ever-evolving set of market practices and relationships.

This lecture examines these shifting tides through the growth of the video art market, traced from the 1960s to present. Through examples ranging from Nam June Paik and Bill Viola to Matthew Barney, Isaac Julien and Ryan Trecartin, amongst others, we will look at the role of editioning, the progression of installation and sculptural-based practices and a host of more recent concerns following the migration of video art online.

Noah Horowitz is an art historian and expert on the international art market. He is the author of *Art of the Deal: Contemporary Art in a Global Financial Market* (Princeton University Press, 2011), has contributed to publications for The Serpentine Gallery, London; the Astrup Fearnley Museum of Modern Art, Oslo; and the United Kingdom's Intellectual Property Office. His writings and interviews on contemporary art and economics have appeared in *The New York Times*, *The Observer*, *artinfo.com*, *Das Handelsblatt* and *ArtTactic*. Formerly the Director of the VIP Art Fair - the first-ever online art fair - Noah currently lives in New York where he is a member of the faculty of Sotheby's Institute of Art and is Managing Director of The Armory Show.

The event is co-organised by Alumni Art History UZH and The Executive Master in Art Market Studies (EMAMS). All Alumni, KHIST- and EMAMS-Fellows and interested people are kindly invited to attend the lecture and the following reception. For more information: www.khist.uzh.ch/alumniarthistory.html and www.emams.uzh.ch