

Less Asked Questions about Art:

Valuation for the art market, and artists' exchange for global concerns

- by **Mr. Álvaro Rodríguez Fominaya**

The purpose of the series:

- ▣ ...to discuss innovative models of curatorship for international exchange with slim resources via a case-study
- ▣ ...to raise our awareness of the ecology of the gallerists' art market and the growing trend of art fairs...

Why is this relevant to the CIL curriculum?

- ▣ ...CIL students are expected to have the ability to examine their media literacy and assess their own creative projects against professional standards...
- ▣ ...CIL students are expected to develop the ability to exercise their concern for society in concrete actions, verify their values in the context of real practice, and understand the mechanics and procedures of communicating creative works to the public...

Our guest expert will tie what we learn in school to a global trajectory, to encourage us to think out of the box, to envision a much bigger and broader art community beyond Hong Kong, and to develop a stronger awareness of the art market, its institutions and procedures.

August 29, 2008 / Friday / 7:00-9:00pm / CIL

"Weather Report" – Climate Change and Visual Arts, a Curatorial Experience (special lecture)

This is a case study for an environmentally friendly curatorial approach to artists' exchange across the globe. 19 internationally renowned artists articulated their views in a traveling exhibition with previously unknown projects.

The exhibition intentionally avoided the superficial, show-business aspects that have so far dominated 21st century contemporary art, and established a work protocol that sought to keep the transportation of the pieces of art to a minimum by using digital platforms for the photography and local materials for the installations. The project was realized in collaboration with Climate Care to offset any of the emissions created throughout this project.

<http://www.caam.net/en/exposiciones/b11/2007/visitas.htm>

August 30, 2008 / Saturday / 10:00am - 5:45pm / Screening Room

Introduction to the Art Market (workshop series)

The competitive nature of the Art Market makes it necessary that all professionals involved in the Arts Sector learn the basics of it. From curators to artists, they need to be aware of the economic consequences of their decisions. From the Art Market critique developed in the 60s and 70s by Conceptual artists, up to today with the eponymous example of Damien Hirst, we have witnessed the increasing refinement of the mechanisms developed by the art market.

This workshop will describe the most basic mechanisms of modern and contemporary art market at an international level, including study cases of valuation of works of art.

This course draws on the professional experience of the speaker having worked both in the commercial and the non-commercial side of the art world. First with the renowned modern masters art dealer Anne Faggionato (London), and lately as curator and acting director at Centro Atlántico de Arte Moderno (Spain), and as the art market correspondent for the Spanish Edition of The Art Newspaper.

1st session: (10:00am – 12:00 noon)

- **History of the Art Market**
- **Auction Houses**
- **Art Dealers and Galleries**
- **Art Fairs**
- **The Museum as Producer and Dealer**
- **The Collector as a Player**

2nd Session: (1:30 – 3:30pm)

- **Valuation Method. First Study Case. General Procedure**
- **Relating to art galleries: consignment contract, price discounts, gallery targeting**

3rd Session: (3:45 – 5:45pm)

- **Study Cases (Continued)**
- **Review of Tools Needed for Valuation: The Price Databases**

Please email Dr. Linda LAI at smllai@cityu.edu.hk to reserve your place. Please specify:

- Lecture Only**
- Lecture + workshop series**
- Workshop series only**

About the speaker:

Mr. Alvaro Rodriguez Fominaya had been Senior Curator for 4 years, and Chief Curator/Acting Director for 2 years at Centro Atlántico de Arte Moderno-CAAM. He was in charge of a number of major international art exhibitions. Before his career as a museum executive, he had also spent 4 years in London, and is familiar with art sales in auction houses and contemporary art galleries. Alvaro has also been invited to present his selected lectures in both Spain and the United States.