



UNFOLD

ART BEYOND THE BRICS

“Increasing complexity on its own is not, however, the ultimate goal or end-product of these evolutionary processes. Evolution results in better answers, not necessarily more complicated ones. Sometimes a superior solution is a simpler one.”

RAY KURZWEIL, THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY

Art +
FINTECH 2.0

MAY - JULY

2020

THE NEW AGE OF
DIGITAL DISRUPTION
& INNOVATION
WEBINAR SERIES

F O R E W O R D

BY RACHEL REKKAB
FOUNDER ARTEM HOLDINGS

Artem Holdings was founded in 2016 as an independent, privately funded global events, conferences and consulting company focusing on the contemporary art market with its headquarters in Dubai, United Arab Emirates.

UNFOLD Art XChange was conceived to bring together an unparalleled B2B art business conference and summits platform. It aims to become one of the largest multicultural art exchanges and the referential art talks platform that brings together diverse cultures across local, regional and international art landscapes.

Our inaugural edition of the Art + FinTech summit took place from the 7-9 March 2019 in Manama, Bahrain as part of the fourth edition of Art Bahrain Across Borders, ArtBAB, managed by Art Select and under the host sponsorship and patronage of Her Royal Highness Princess Sabeeka bint Ibrahim Al Khalifa, Wife of the King of Bahrain. We explored the role of Blockchain tools in building a more transparent art market as well as uncovered existing use cases including using Blockchain powered provenance registries for the major auction houses. We also covered fractional ownership of the works of art and its potential for the Chinese market adoption. Artists and artistic creation with artificial intelligence and copyright issues as well as AI innovations for attribution, augmented creativity and forecasting art trends were also being discussed.

The use of big data analytics to help collectors better manage liquidity, risk and volatility were being debated. Virtual Reality as a game changer for the arts was one of the key highlights at the summit. Collectors and private VR museum owners came together and discussed new audiences, business models and creativity that can be created through 360 experiences and the possibility of VR private museums reaching 1 billion users.

In light of the current global situation regarding COVID-19, nearly a third of the globe is in the moment of forced isolation and the superfluously crammed art world is at an unparalleled standstill. UNFOLD Art XChange has decided to address the need to speed up the global transition towards a digital art economy with the launch of **Art + FinTech 2.0** weekly webinar series from May to July with the theme **'The New Age of Digital Disruption and Innovation'**.

We are delighted to announce that **Georg Bak, Art Advisor and Curator in Crypto and Blockchain, Digital, Generative and Early Computer Art** will be joining our curatorial advisory board to help develop the content programming for this upcoming edition.

With inevitable cancellations and postponements of art fairs, temporary closures of galleries and museums and contingency measures announced every other day, we will explore how the coronavirus pandemic is pushing the complex art world into an era of digitization and online. We will also look at how Blockchain, Artificial Superintelligence, Robotics, Cybernetics and Extended Reality are set to transform the art market.

I would urge you to support this new digital revolution initiative. I hope this webinar series will offer a new and stimulating virtual experience, bringing together many more thought provoking leaders in the art world to share best practices in helping us to further innovate and come out stronger after the pandemic.



WEBINARS

EASTERN DAYLIGHT TIME (EDT)

MONDAY, MAY 25

10:00

PANEL DISCUSSION: CRISIS VS OPPORTUNITY
Is Digitization the Answer to a Sustainable Art Market Ecosystem?

MONDAY, JUNE 1

10:00

FIRESIDE CHAT: THE FOURTH EPOCH
The Impact of Digitization on the Wealth Management of Art

10:30

PANEL DISCUSSION: THE MILLENNIAL GENERATION
How Young Collectors are Driving The Online Art Marketplace?

MONDAY, JUNE 8

10:00

PANEL DISCUSSION: COLLECTING IN THE DIGITAL AGE
Building a New Media Art Collection and Challenges for Preserving and Exhibiting

BLOCKCHAIN WEEK JUNE 15-19

MONDAY, JUNE 15

10:00

FIRESIDE CHAT: THE COLLECTORS' EYE VIEW
Can Blockchain Adoption Lead to a True Art Sharing Economy and Achieve Maturity?

10:30

PANEL DISCUSSION: A NEW FORCE IN IDENTIFICATION AND PROVENANCE
How can AIS help Digital Integration and Establish Greater Data Trust for the Art Market?

FRIDAY, JUNE 19

10:00

FIRESIDE CHAT: THE DECENTRALIZED FUTURE
A New Art Economy Powered by Ethereum Blockchain Infrastructure

10:30

PANEL DISCUSSION: EVOLUTION OF BLOCKCHAIN COLLECTIBLES
Pushing New Frontiers for Digital Art through NFTs

AI FORTNIGHT CHAPTER JUNE 22-JULY 3

MONDAY, JUNE 22

10:00

FIRESIDE CHAT: DARTMOUTH TO SINGULARITY
The Cyber Turn of the Contemporary Art Market

10:30

PANEL DISCUSSION: ARTIFICIAL SUPERINTELLIGENCE AND TRANSHUMANISM
How are Cyborgs and Robots Turning Art into a Supersensory Cybernetic World?

FRIDAY, JUNE 26

10:00

PANEL DISCUSSION: ALGORITHMIC ART
How has Generative Aesthetics Evolved Over-Time with AI in Contemporary Artistic Creation?

MONDAY, JUNE 29

10:00

PANEL DISCUSSION: GENERATIVE PHOTOGRAPHY TO DARKTAXA
How is AI Revolutionizing Digital Photography?

FRIDAY, JULY 3

10:00

PANEL DISCUSSION: THE DIGITAL FUTURE WORLD
A Convergence of Art with Science and Technology

XR WEEK JULY 6-10

MONDAY, JULY 6

10:00

PANEL DISCUSSION: THE UPHILL BATTLE OF XR
Will Borderless Reality Finally Go Mainstream?

MONDAY, JULY 10

10:00

PANEL DISCUSSION: TRANSCENDING PERCEPTION
The Rise of Virtual Landscapes for Art and Culture

JOIN THE DIGITAL REVOLUTION

THIS WEBINAR SERIES IS DESIGNED FOR:

ART PROFESSIONALS THAT COMPRISES OF:

- Gallerists
- Art Dealers
- Artists
- Art Patrons
- Private Museum Owners
- Museum Directors
- Art Collectors
- Art Consultants, Advisors and Curators
- Art Advisors and Curators
- Philosophers and Cultural Theorists
- Art Economists
- Art Researchers

ART COMMUNITY THAT COMPRISES OF:

- Museums, Institutions and Foundations
- Galleries
- Auction Houses
- Artists' Estates
- Art and Technology Labs
- Online Art Platforms
- Art Fairs
- Art Commissions

LEADERS, DEVELOPERS, INNOVATORS AND ADOPTERS OF:

- Blockchain
- Artificial Intelligence
- Robotics
- Cybernetics
- Virtual Reality
- FinTech
- Ethereum
- Bitcoin
- Crypto
- Digitalization
- Wealth Management