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## How Digitization and Millennials are Changing the Art Market

The COVID-19 pandemic is rapidly accelerating digitization and innovation. Online art-selling, which has grown steadily since 2013 according to the 2019 Hiscox Online Art Trade Report, is now a vital issue that auction houses, galleries and art fairs must address to survive. New generations of collectors, Millennials and Gen Z, who expect seamless digital experiences, are on the rise.

Talking Online Art Trade: The Millennial Generation will help you find out about the latest developments in the digitization and virtualization of the art market. Adriano Picinati di Torcello, Director, Global Art & Finance Coordinator, Deloitte will consider the accelerating transformation forced by the COVID-19 crisis and ask how we can come together to collaborate and find efficiencies. Robert Read, Head of Art and Private Clients, Hiscox will give a sneak preview of the 2020 Hiscox Online Art Trade Report that will be available for download mid June and discuss globalization and the democratization of the art world.

Millennials and Gen Z—so-called “digital natives”—are a fast-growing market for auctions houses, galleries and art fairs. How can art businesses develop their strategies to appeal to the next generation of collectors? Do Millennials' and Gen Z's buying habits differ from their parents? How are smartphones, social media, online viewing rooms and exhibitions creating a new marketplace for art?

Anders Pettersen, Founder, ArtTactic will moderate a discussion with Millennial collectors Maria Baibakova, Founder and Director, Baibakov Art Projects, Astrid Hill, President & Founder, Monticule Art Advisory and Eugenio Re Rebaudengo, Founder, ARTUNER about the ways their businesses are adapting to the digital future. They will be joined by social media influencer Pari Ehsan, Founder & Creative Director, Pari Dust, who will explain how she works across art, fashion and the built environment to create an alluring, accessible digital experience. Magnus Resch, Founder, Magnus, the “Shazam” for Art will talk about how his app allows anyone from “newbies to serious art collectors” to easily find information and price data about artworks they have photographed on their smartphones.



ADRIANO PICINATI DI TORCELLO



ROBERT READ



ANDERS PETTERSON



ASTRID HILL



PARI EHSAN



MAGNUS RESCH



EUGENIO RE REBAUDENGO



MARIA BAIBAKOVA

ADRIANO PICINATI DI TORCELLO | DIRECTOR - GLOBAL ART & FINANCE COORDINATOR

Deloitte, Luxembourg City, Luxembourg

Adriano is a director within the advisory and consulting department and has over 20 years of professional experience. He is in charge of the art and finance activities within Deloitte Luxembourg, a service line he has been coordinating since its beginning ([www.deloitte-artandfinance.com](http://www.deloitte-artandfinance.com)). He has notably played a key role in the Luxembourg government's decision to set up a Freeport for the storage of valuable goods operational since September 17, 2014. Deeply involved in creating awareness on the “art and finance” subject, Adriano has initiated the international Deloitte Art & Finance Conference that has become the annual benchmark event in the field. He is the co-author of the Deloitte and ArtTactic Art & Finance Report. Adriano has a degree in business sciences and finance, as well as an MBA and a M.Sc. in banking and finance.

ROBERT READ | HEAD OF ART & PRIVATE CLIENTS

Hiscox, London, UK

Robert Read is Head of Art and Private Clients at Hiscox where he has been involved in the sector since 1992, prior to that he worked as a fine art insurance broker with Crowley Colosso Ltd and before that as a management consultant. He studied Philosophy at University College, London and is also a failed artist. He has a particular interest in the online art market and has been instrumental in the production of the Hiscox annual online art market report.

ANDERS PETTERSON | FOUNDER & MANAGING DIRECTOR

ArtTactic, London, UK

Anders Pettersen is a leading authority on the art market and the art industry. He is the Founder and Managing Director of ArtTactic, a London-based art market research and data intelligence company set up in 2001. ArtTactic works with Deloitte on the Deloitte Art & Finance Report, and is also behind other leading art industry publications such as the Hiscox Online Art Trade Report, JLT NextGen Artist Report, TEFAF Dealer Finance Report and others. Anders is regular lecturer on the topic of 'Art as an asset class' and is a Board Member of Professional Advisors to the International Art Market in London (PAIAM).

ASTRID HILL | PRESIDENT & FOUNDER

Monticule Art Advisory, New York, USA

Astrid Hill is the President and Founder of Monticule Art Advisory, which provides art advisory services to private collectors, specializing in both the primary and secondary market. She serves as Vice President and Director of Programming at the Hill Art Foundation in New York City. She is a member of the International Director's Council at the Guggenheim Museum, and a member of the New Art Dealers Association as well as Independent Curators International.

PARI EHSAN | FOUNDER & CREATIVE DIRECTOR

Pari Dust, New York, USA

Pari Ehsan, is the creator behind Pari Dust, a digital platform for art and fashion. Pari Dust explores new ways to combine the elements of our visual world, offering windows into contemporary art, fashion, and the built environment through her unique lens. She was nominated by the Council of Fashion Designers of America for its inaugural Fashion Instagrammer of the Year. Ehsan has worked with MoMA, The New Museum, Tate Modern and art galleries including Pace, Perrotin, Hauser & Wirth amongst others.

MAGNUS RESCH | FOUNDER

Magnus App, New York, USA

Magnus Resch, is an art market economist, serial entrepreneur and bestselling book author. In 2016 he started the Magnus App, which works like Shazam for Art, where Leonardo DiCaprio is an investor and advisor to the company. Magnus holds a Ph.D. in economics and studied at Harvard, the London School of Economics and the University of St. Gallen. Magnus is author of five books on the art market.

EUGENIO RE REBAUDENGO | FOUNDER

ARTUNER, London, UK

Eugenio Re Rebaudengo is an entrepreneur, collector and curator. He founded ARTUNER in 2013 with the aim of creating an innovative platform for artists and collectors. He organized over 30 international exhibitions with over 100 artists. As a collector, Eugenio was recognized in the "40 Under 40 Global" by Apollo Magazine in 2017 and "50 Collectors to watch" from ArtNews in 2019.

MARIA BAIBAKOVA | FOUNDER & DIRECTOR

Baibakov Art Projects, London, UK

Maria Baibakova is an art entrepreneur. In 2008, Baibakova founded Baibakov Art Projects (BAP) based in Moscow, New York, and London - an organization that is committed to the support of contemporary art. She is also an active investor in the art and tech sector, previously serving as Strategic Director and on the Board of Directors of Artspace.com. She is currently an investor in ArtBinder and an adviser to ARTA. Baibakova was named one 100 Most Powerful Women in the Art World by Artnet in 2014.

14:00-14:15 UTC

### OPENING KEYNOTE

#### ART & TECHNOLOGY:

Digitization & Virtualization of the Art Market

**SPEAKER:** ADRIANO PICINATI DI TORCELLO

14:15-14:30 UTC

### KEYNOTE

GLOBALISATION AND  
DEMOCRATISATION OF THE ART  
MARKET:

The Growth of the Online Art Trade

**SPEAKER:** ROBERT READ

14:30-16:00 UTC

### PANEL DISCUSSION

THE MILLENNIAL GENERATION:  
How are Young Collectors Driving the  
Online Art Marketplace?

**MODERATOR:** ANDERS PETTERSON

**PANELISTS:** ASTRID HILL, EUGENIO RE  
REBAUDENGO, MAGNUS RESCH, MARIA  
BAIBAKOVA, PARI EHSAN

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