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# Unfold Daily News unfoldbricks.art

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## Will the Blue-Chip Art Market Embrace Blockchain?

There has been wariness among businesses about the adoption of blockchain technology since its invention in 2008. This is partly because of its novelty and its association with volatile cryptocurrencies. Some years on and the situation is changing as distributed ledger technology is adopted by mainstream sectors including banking, the automotive industry and healthcare.

Nevertheless, the uptake of blockchain technology in the art market – especially among higher-end and blue-chip galleries – has been slow. This session will look at the reasons why museums, galleries and collectors have been hesitant to adopt it despite its potential to establish authenticity and provenance – key aspects in establishing value for expensive works of art.

Can blockchain technology stimulate the market for historically difficult-to-sell digital work, including video? Will galleries and collectors accept digital logs detailing prices and ownership history, or will traditional anonymity be maintained? Who will be accepted as verifiers of authenticity? Will the use of blockchain encourage a new generation of digital forgers? Do the art market, museums and the technology sector understand each other well enough to overcome these hurdles?

Moderator Frédéric de Senarclens, Founder ArtMarketGuru, will be joined by Christina Steinbrecher-Pfandt, Co-Founder Blockchain.art (Former Director Vienna Contemporary), Adam Lindemann, Collector, Investors & Founder Venus Over Manhattan, Johann König, Founder König Galerie and Alfred Weidinger, New Scientific Director Upper Austrian State Museum to discuss digital art, blockchain and blue-chip galleries and the pros and cons of using the technology in such a famously discreet, some would say secretive, market.

14:00-15:30 UTC

### PANEL DISCUSSION:

#### THE BLUE CHIP ART MARKET ON THE BLOCKCHAIN

Can Blockchain offer the Art World Ecosystem a "White Label Solution" and Achieve Maturity?

**MODERATOR:** FRÉDÉRIC DE SENARCLENS

**PANELISTS:** CHRISTINA STEINBRECHER-PFANDT, ALFRED WEIDINGER, JOHANN KOENIG, ADAM LINDEMANN



FRÉDÉRIC DE SENARCLENS



CHRISTINA STEINBRECHER-PFANDT



ALFRED WEIDINGER



JOHANN KOENIG



ADAM LINDEMANN

FRÉDÉRIC DE SENARCLENS | FOUNDER  
ArtMarketGuru, Brussels, Belgium

Swiss art dealer Frédéric de Senarclens has led modern and contemporary art galleries in Geneva and Singapore, promoting renowned international artists. As an art market expert passionate about new technologies, he has since then created a number of successful online art businesses, including ArtMarketGuru, ArtAndCollect and ArtAndOnly. He takes pride in being one of the first art dealers to study and analyse the impact of new technologies such as Blockchain, Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI) on the art market.

Passionate about public art, Frédéric de Senarclens has contributed to the installation of major public works internationally, including a monumental sculpture by American artist Jedd Novatt at the UOB Building, Singapore, a mural painting by British artist Ian Davenport at the HANA Building, Singapore, a light installation by French artist Pascal Dombis in Perth, Australia, and a monumental bench by Franco-Argentina artist Pablo Reinoso at the Capella Hotel, Singapore. In May 2019, a monumental sculpture by Jedd Novatt has been erected marking the 700th anniversary of the city of Rolle, Switzerland.

With expertise in the field of art publishing, he has created a series of exhibition catalogues and contributed to the publication of reference books on Tribal Art (L'âme de l'Afrique: Masques et sculptures) and contemporary art (Art Plural: Voices of Contemporary Art).

ADAM LINDEMANN | FOUNDER  
Venus Over Manhattan, New York, USA  
Investor, Collector & Writer

Adam Lindemann is best known as a taste-maker in collecting and investing in contemporary art and design. He operates Venus Over Manhattan, the influential gallery devoted to iconoclastic exhibitions both historic and contemporary. Lindemann is also known for his art writing, specifically a popular column he wrote for The New York Observer, as well as two of Taschen's bestselling art books, Collecting Contemporary (2006), and Collecting Design (2010). He has been a featured commentator in several documentaries and interviews relating to collecting and art, including recent features on the BBC, Charlie Rose, and Reuters. He lives and works in New York City.

ALFRED WEIDINGER | NEW SCIENTIFIC DIRECTOR  
Upper Austrian State Museum, Linz, Austria

Alfred Weidinger is an Austrian art historian, museum manager, photographer and former director of the Museum of Fine Arts in Leipzig. In June 2019 it was announced that Weidinger will become the new scientific director of the Upper Austrian State Museum in Linz in March 2020.

JOHANN KOENIG | FOUNDER  
Koenig Galerie, Berlin, Germany

Not only because of his biographical background, Johann König attracted much attention in 2002 with the founding of his Berlin gallery for contemporary art. Significantly before the boom of Berlin as one of the world's most important and most progressive gallery sites, he realized groundbreaking exhibitions. Currently, KÖNIG GALERIE represents 40 international emerging and established artists, mostly belonging to a younger generation. The program's focus is on interdisciplinary, concept-oriented and space-based approaches in a variety of media including sculpture, video, sound, painting, printmaking, photography and performance. In May 2015, KÖNIG GALERIE took up St. Agnes, a monumental former church built in the 1960s in the Brutalist style, where museum-like exhibitions take place in two different spaces, the former chapel and nave. In 2017, KÖNIG GALERIE opened KÖNIG LONDON in a former car park in Marylebone, London. In November 2019 KÖNIG TOKIO opened its third branch in Japan presenting artists that are based in Germany.

CHRISTINA STEINBRECHER-PFANDT | CO-FOUNDER  
Blockchain.art, San Francisco, USA

Christina Steinbrecher-Pfandt (born Taldykourghan, Kazakhstan) is an art industry executive working in the field for more than a decade. She is the co-founder of blockchain.art, sales integration for galleries, artists and institutions for the sale of digital art right through their own channels.

She was most recently the executive director of viennacontemporary—an annual art fair in Austria that specializes in contemporary art from central and eastern Europe—through the 2018 edition. In 2018, Apollo magazine named her 40 Under 40 in Europe.

Steinbrecher-Pfandt is a member of the board of the following art organizations: Cadaf Art Fair, Armenia Art Foundation, Ural Industrial Biennial of Contemporary Art and Artbat Fest. Steinbrecher-Pfandt is an advisor to Ars Electronica since April 2019.

Steinbrecher-Pfandt holds a BA in International Business from the Maastricht School of Management. She also studied at the Universidad de Zaragoza in Spain and the Sorbonne in Paris. She earned an MA in Contemporary Art from the Sotheby's Institute of Art (University of Manchester) in 2006.

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