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
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 the Art + FinTech 2.0 weekly summer webinar series for the month of June 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.

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.
INTERNATIONAL PRESENTERS

CURATORIAL ADVISORY BOARD

GEORG BAK | ART ADVISOR & CURATOR
Crypto + Blockchain Art, Zug, Switzerland

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London, UK
Contributor to the Financial Times, the Art Newspaper

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Co-Founder The Kremer Collection

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Samdani Art Foundation & Dhaka Art Summit, Dhaka, Bangladesh

KAMIAR MALEKI | COLLECTOR, PATRON & PHILANTHROPIST
London, UK
Director Volta Art fairs

ART PROFESSIONALS

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

NANNE DEKKING | FOUNDER & CEO
Artory, New York, USA
Chairman of the Board TEFAF

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MoCDA, London, UK

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JOHANN KOENIG | FOUNDER
Koenig Galerie, Berlin, Germany

BRIAN DROITCOUR | ASSOCIATE & ONLINE EDITOR
Art in America, New York, USA
AIA The Program Art & Technology
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JUDY MAM | CO-FOUNDER
Dada.art, New York, USA

MAGNUS RESCH | FOUNDER
Magnus App, New York, USA

CHRISTIANE PAUL, PH.D. | CHIEF CURATOR & DIRECTOR
Sheila C. Johnson Design Center Parsons School of Design, the New School, New York, USA
Adjunct Curator of Digital Art, Whitney Museum of American Art

SABINE HIMMELSBACH | DIRECTOR
HeK (House of Electronic Arts Basel) Basel, Switzerland

ADRIANO PICINATI DI TORCELLO | DIRECTOR - GLOBAL ART & FINANCE COORDINATOR
Deloitte, Luxembourg City, Luxembourg

PARI EHSAN | FOUNDER & CREATIVE DIRECTOR
Pari Dust, New York, USA

SOPHIE NEUENDORF | VP, STRATEGIC PARTNERSHIPS
Artnet, New York, USA

JENNIFER & KEVIN MCCOY | MULTIMEDIA ARTISTS
New York, USA

ROBERT READ | HEAD OF ART & PRIVATE CLIENTS
Hiscox, London, UK

NIKO KIPOUROS | FOUNDER & CEO
4ARTechnologies, Zug, Switzerland

THADDEAUS ROPAC | FOUNDER
Galerie Thaddaeus Ropac Salzburg, Austria

ANNE BRACEGIRDLE | SENIOR DIRECTOR OF SPECIAL PROJECTS
PaceX, London, UK

PAUL MCCARTHY | ARTIST
California, USA

OSINACHI | CRYPTO ARTIST
Lagos, Nigeria

BLOCKCHAIN & CRYPTOART DEVELOPERS AND INNOVATORS

ALEX ATALLAH | CO-FOUNDER & CTO
OpenSea, New York, USA

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DEVIN FINZER | CO-FOUNDER & CEO
OpenSea, New York, USA

BEN NOLAN | FOUNDER
Cryptovoxels, Wellington, New Zealand

GAUTHIER ZUPTIONG | CO-FOUNDER & COO
NonFungible.com, Paris, France

JOSEPH LUBIN | FOUNDER
Consensys, New York, USA
Co-Founder Ethereum

AARON WRIGHT | FOUNDER
OpenLaw, Consensys, New York, USA

JOHN CRAIN | CO-FOUNDER & CEO
SuperRare, California, USA

OLAF HANNEMANN | CO-FOUNDER, CIO
CV-VC, Zurich, Switzerland
WEBINARS
COORDINATED UNIVERSAL TIME (UTC)

MONDAY, JUNE 1

14:00
OPENING KEYNOTE: ART & TECHNOLOGY
Digitization & Virtualization of the Art Market

SPEAKER:
ADRIANO PICINATI DI TORCELLO
DIRECTOR - GLOBAL ART & FINANCE COORDINATOR
Deloitte, Luxembourg City, Luxembourg

14:15
KEYNOTE: GLOBALISATION AND DEMOCRATISATION OF THE ART MARKET
The Growth of the Online Art Trade

SPEAKER:
ROBERT READ
HEAD OF ART & PRIVATE CLIENTS
Hiscox, London, UK

14:30
PANEL DISCUSSION: THE MILLENNIAL GENERATION
How are Young Collectors Driving the Online Art Marketplace?

MODERATOR:
ANDERS PETTerson
FOUNDER & MANAGING DIRECTOR
ArtTactic, London, UK

PANELISTS:
MARIA BAIBAKOVA
FOUNDER & DIRECTOR
Baibakov Art Projects, London, UK

PARI EHSAN
FOUNDER & CREATIVE DIRECTOR
Pari Dust, New York, USA

ASTRID HILL
PRESIDENT & FOUNDER
Monticule Art Advisory, New York, USA

EUGENIO RE REBAUDENGO
ARTUNER, London, UK

MAGNUS RESCH
FOUNDER
Magnus App, New York, USA

NEW MEDIA ART WEEK JUNE 8-12

MONDAY, JUNE 8

14:00
PANEL DISCUSSION: COLLECTING IN THE DIGITAL AGE
Building a New Media Art Collection and Challenges for Preserving and Exhibiting

MODERATOR:
BRIAN DROITCOUR
ASSOCIATE & ONLINE EDITOR
Art in America, New York, USA
AIA The Program Art & Technology

PANELISTS:
ANNE & MICHAEL SPALTER
CO-FOUNDERS
The Anne + Michael Spalter Digital Art Collection, New York, USA

SABINE HIMMELSBACH
DIRECTOR
HeK (House of Electric Arts Basel) Basel, Switzerland

ANITA ZABLUDOWICZ
FOUNDER
Zabludowicz collection, London, UK
WEBINARS
COORDINATED UNIVERSAL TIME (UTC)

FRI, JUNE 12
16:00
RECREATING THE MUSEUM EXPERIENCE:
How is VR taking Immersive Contemporary Art to a New Level?

MODERATOR:
ANDRÁS SZÁNTÓ | FOUNDER
Andras Szanto LLC, New York, USA

PANELISTS:
DOMINIQUE & SYLVAIN LEVY | CO-FOUNDERS
dslcollection, Paris, France

PAUL MCCARTHY | ARTIST
California, USA

MASHA & JENS FAURSCHOU | CO-FOUNDERS
Khora Contemporary, Copenhagen, Denmark

ANITA ZABLUDOWICZ | FOUNDER
Zabludowicz collection, London, UK

17:30
MUSEUM FROM HOME:
What are 360 virtual tours and VR experiences and how can they change the art world?

SPEAKER:
JOEL KREMER | PARTNER
MOYOSA Media, Berlin, Germany
Co-Founder The Kremer Collection

BLOCKCHAIN FORTNIGHT CHAPTER JUNE 15-26

MON, JUNE 15
14:00
A NEW FORCE IN IDENTIFICATION
How can AIS help Digital Integration and Establish Greater Data Trust for the Art Market?

MODERATOR:
MARIANNE MAGNIN | UK MANAGING DIRECTOR
Arteia, London, UK
Chair Art Identification Standard (AIS)

PANELISTS:
NANNE DEKKING | FOUNDER & CEO
Artory, New York, USA
Chairman of the Board TEFAF

ANNIKA ERIKSON | FOUNDER
Articheck, London, UK

SERENA TABACCHI | FOUNDER & DIRECTOR
MoCDA, London, UK

NIKO KIPOUROS | FOUNDER & CEO
4ARTtechnologies, Zug, Switzerland

BERNADINE BRÖCKER | CO-FOUNDER & CEO
Vastari, London, UK
**FRIDAY, JUNE 19**

**14:00**

**IN CONVERSATION WITH JOSEPH LUBIN**

**INTERVIEWER:**

GEORGINA ADAM | JOURNALIST & AUTHOR  
London, UK  
Contributor to the Financial Times, the Art Newspaper

**JOSEPH LUBIN**  
FOUNDER  
Consensys, New York, USA  
Co-Founder Ethereum

Joseph Lubin will discuss the decentralized future of a new art economy powered by Ethereum blockchain infrastructure.

**14:30**

**ART & BLOCKCHAIN:**

New Economic Models for Art and beyond through Blockchain

**SPEAKER:**

OLAF HANNEMANN | CO-FOUNDER, CIO  
CV VC, Zurich, Switzerland

**14:45**

**IN CONVERSATION WITH GAUTHIER ZUPPINGER**

**INTERVIEWER:**

JASON BAILEY | FOUNDER  
Artnome, Boston, USA

**GAUTHIER ZUPPINGER**  
CO-FOUNDER & COO  
NonFungible.com, Paris, France

Gauthier Zuppingier will present the latest release of Art and Blockchain NFT report.

**15:00**

**PANEL DISCUSSION: EVOLUTION OF BLOCKCHAIN COLLECTIBLES**

Pushing New Frontiers for Digital Art through NFTs

**MODERATOR:**

JASON BAILEY | FOUNDER  
Artnome, Boston, USA

**PANELISTS:**

JUDY MAM | CO-FOUNDER  
dada.art, New York, USA

JOHN CRAIN | CO-FOUNDER & CEO  
SuperRare, California, USA

ALEX ATALLAH | CO-FOUNDER & CTO  
OpenSea, New York, USA

DEVIN FINZER | CO-FOUNDER & CEO  
OpenSea, New York, USA

NATE GEIER | CEO  
Mintbase, Berlin, Germany

**16:30**

**KEYNOTE: CRYPTOVOXELS**

Blockchain Powered VR Realms

**SPEAKER:**

BEN NOLAN | FOUNDER  
Cryptovoxels, Wellington, New Zealand
## WEBINARS

COORDINATED UNIVERSAL TIME (UTC)

### MONDAY, JUNE 22

#### 14:00

**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 | FOUNDER
ArtMarketGuru, Brussels, Belgium

**PANELISTS:**

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

ADAM LINDEMANN | FOUNDER
Venus Over Manhattan, New York, USA

JOHANN KOENIG | FOUNDER
Koenig Galerie, Berlin, Germany

### FRIDAY, JUNE 26

#### 14:00

**PANEL DISCUSSION: ARTS PATRONAGE VIA THE BLOCKCHAIN LEDGER**
Public Key/ Private Key

**MODERATOR:**

DINIS GUARDA | FOUNDER & CEO
Ztudium, London, UK

**PANELISTS:**

JENNIFER & KEVIN MCCOY | MULTIMEDIA ARTISTS
New York, USA

ANNE BRACEGIRDLE | SENIOR DIRECTOR OF SPECIAL PROJECTS
PaceX, London, UK

CHRISTIANE PAUL, PH.D. | CHIEF CURATOR & DIRECTOR
Sheila C. Johnson Design Center
Parsons School of Design, the New School, New York, USA

AARON WRIGHT | FOUNDER
OpenLaw, ConsenSys, New York, USA

### MONDAY, JUNE 29

#### 14:00

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

**MODERATOR:**

DINIS GUARDA | FOUNDER & CEO
Ztudium, London, UK

**PANELISTS:**

SOPHIE NEUENDORF | VP, STRATEGIC PARTNERSHIPS
ArtNet, New York, USA

KAMIAR MALEKI | COLLECTOR, PATRON & PHILANTHROPIST
London, UK

THADDAEUS ROPAC | FOUNDER
Galerie Thaddaeus Ropac
Salzburg, Austria

NADIA & RAJEEB SAMDANI | CO-FOUNDERS
Samdani Art Foundation & Dhaka Art Summit, Dhaka, Bangladesh

AI-DA | ROBOT ARTIST
London, UK

#### 15:30

**UNFOLD POP-UP MUSIC & ART FESTIVAL:**

**IN COLLABORATION WITH**

OSINACHI | CRYPTO ARTIST
Lagos, Nigeria

NAPOLEON DA LEGEND | MUSIC ARTIST
New York, USA
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 Lawyers

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
• Etherum
• Bitcoin
• Crypto
• Digitalization
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