



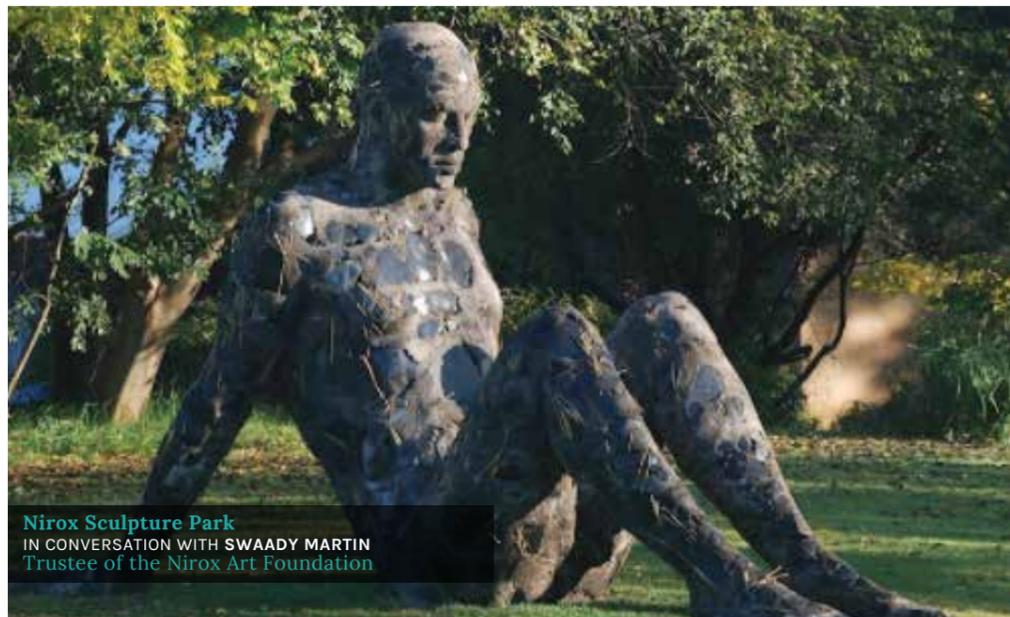
Wednesday

March 20, 2018
3 Rajab, 1439
EARLY EDITION ★★
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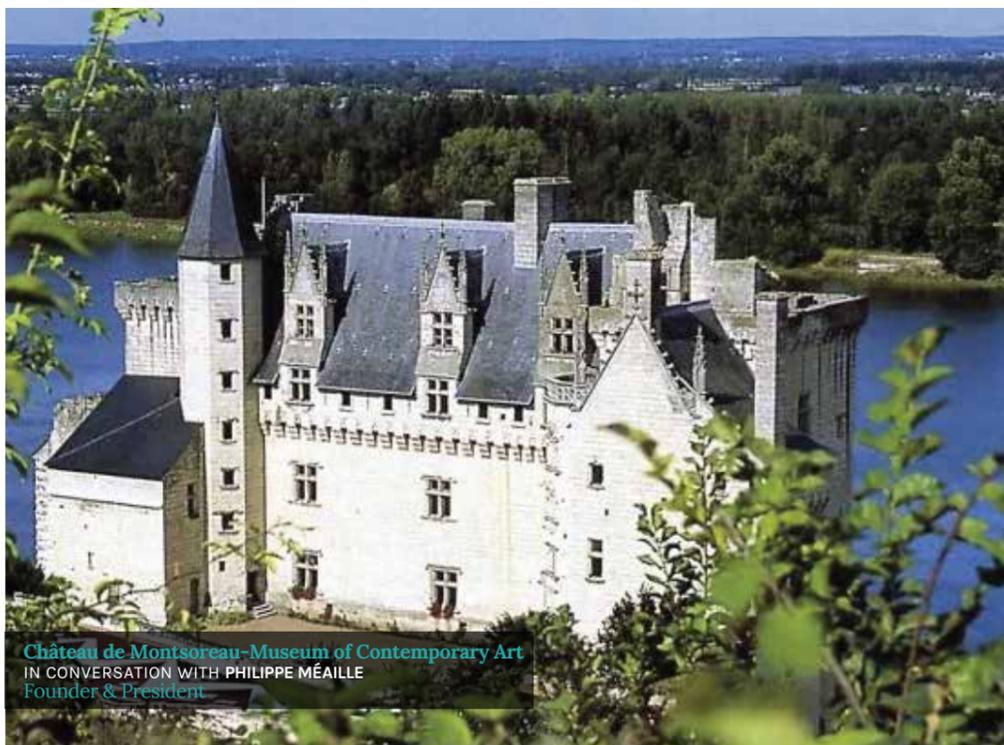
Unfold Daily News unfoldbrics.art

Evolving Cultures, Developing Collections



Nirox Sculpture Park
IN CONVERSATION WITH SWAADY MARTIN
Trustee of the Nirox Art Foundation

The Nirox Sculpture park is set in 15 magnificent hectares that form part of an extensive nature reserve in the Cradle of Humankind World Heritage Site, North west of Johannesburg. It is a former commercial trout breeding and fishing farm transformed into a unique platform for artists to realize and exhibit outdoor sculpture and installations; and for collectors and the public to enjoy these in nature. Within the reserve, lie several permanent artworks, comprising part of NIROX' slowly evolving permanent collection – available for viewing by special appointment. These currently include works by Richard Long, Willem Boshoff, Caroline Bittermann, Valerio Berruti, Rebecca Chesney, Pryanka Choudhari, Rosenclore and Thomas Mulcaire.



Château de Montsoreau-Museum of Contemporary Art
IN CONVERSATION WITH PHILIPPE MÉAILLE
Founder & President

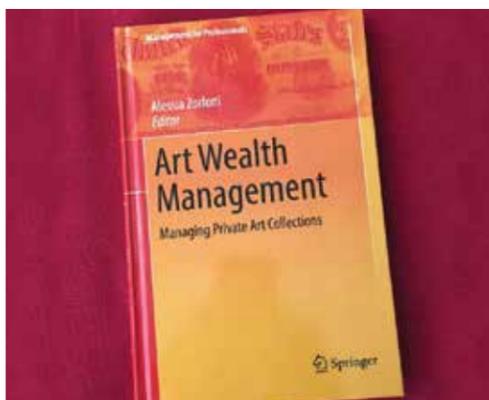
The Château de Montsoreau-Museum of Contemporary Art is a private museum open to the public. The project was initiated in November 2014, and was inaugurated the 8 of April 2016. Philippe Méaille collection is the world's largest collection of works by the radical conceptualists Art & Language, who has played an important role in the invention of conceptual art.



The First Blockchain Platform for Fine Art Investment

The first, and soon to be launched platform that aims to democratize access to fine art investment is Maecenas – a blockchain-driven platform that allows shares of fine art to be bought, sold and traded. Through the platform, Maecenas divides paintings into fragments, and investors can trade these painting shares, similar to trading shares of a company like Apple or Google. The beauty of this is that you can own a fragment of an artwork, even though you could never afford the whole painting or sculpture. "It's just like you buy a share in a company. In a way, Maecenas will be the NASDAQ of fine art investment," says Maecenas co-founder and CEO, Marcelo García Casil.

The name Maecenas comes from Gaius Maecenas, famed Roman patron of the arts. The online marketplace will enable art owners to sell shares in works of art (worth upwards of \$1m) and raise money more efficiently than they could through a bank. Owners also get to maintain possession of their artworks while sharing up to 49% of the ownership. This allows galleries to raise money while still being able to display the masterpiece in an exhibition. And as the value of the art increases, the gallery and the Maecenas investors see the value of what their shares rise. Investors will also be paid a leasing fee for use of the artwork in the gallery.



Art and Wealth Management. Managing Private Collections.

THE FIRST BOOK DEDICATED EXCLUSIVELY TO THE FINANCIAL AND MANAGERIAL ASPECTS OF COLLECTING ART

This book offers an overview of how to manage private art collections, providing essential insights on art wealth management, art investment, art governance, and succession planning for art assets. Throughout history, art patronage has played an important role in the wealth of ultra-high-net-worth families and led to private museums funded by philanthropist collectors in order to celebrate their own tastes and leave a lasting legacy. Today, as a result of the growth of art investing by a new generation of wealthy collectors, not only wealthy families, but also sophisticated investors and their close advisors now face a more complex set of financial and managerial needs. As such, the contributions in this book will be of interest to collecting families, family offices, and professional advisors seeking to integrate art into their overall wealth management strategy. With chapters written by Patrizia Sandretto Re Rebaudengo, Magnus Resch, Randall Willette, Antonella Ardizzone and Sonia Pancheri, the book gathers together interviews with the most renowned collectors and museum directors working internationally, including Enea Righi, Bruna and Matteo Viglietta, Harald Falckenberg, Tony Salamè, Donald and Mera Rubell, Ramin Salsali, Uli Sigg, Renate Wiehager, Marina Dacci, Massimo Lapucci, Julia Peyton-Jones, Lars Nittve, James Bradburne and Elizabeth Macgregor.



Highlights from Deloitte Art & Finance Report 2017

It is now six years since the first issue of the report was published and it has been exciting to follow and monitor how the Art & Finance industry has evolved over the years. In this anniversary report we have brought together and compared the findings and developments from the previous four editions with this year's findings. Increasing competition in the wealth management industry has put emphasis on a more holistic wealth management model, which has become a key driver and motivation for incorporating art-related wealth into the service offering. A lot has happened since we launched the inaugural issue in 2011. One major change over these years has been a shift in the primary focus on art investment toward issues around the management of art-related wealth, including art-secured lending, estate planning, art advisory, and risk management. What is particularly encouraging this year is that we are seeing for the second time both a confirmation of the increasing convergence between collectors, art professionals, and wealth managers on the role of art in a wealth management service offering, as well as a convergence of different stakeholder initiatives when it comes to improving art market transparency and the infrastructure around the management of art and collectible wealth. Many of these tools and services are mentioned in this report.



RAM Initiative

RAM aims to raise awareness amongst Art Businesses of risks faced by the art industry in Switzerland and abroad and to provide practical guidance and a platform for the sharing of best practices to address those risks.

Today's art market is proving more important and globalised than ever, but at the same time increasingly challenging for smaller art businesses and individual collectors who face a growing number of operational and reputational risks when dealing with artworks.

Against this backdrop and the growing tide of state imposed regulation (notably the enhanced Swiss Anti Money Laundering reforms which came into force in 2016), a group of art market businesses and specialists came together in Geneva to form the Responsible Art Market Initiative (RAM).

To address the operational and reputational threats faced by the art market, RAM advocates a best practice guidance based approach which builds on the responsible practices which already exist within the art market. By adopting a cooperative approach to sharing and encouraging standardised best practices throughout the industry, RAM aims to have a greater impact when it comes to reducing risks for art businesses and collectors alike, thereby increasing public trust in the market and combatting negative public perceptions.



Under The Patronage Of Her Royal Highness, Princess Sabeeka Bint Ibrahim Al Khalifa, Wife Of His Majesty The King Of Bahrain, President Of The Supreme Council For Women

2nd Annual UNFOLD ART XCHANGE
March 2019
MANAMA, BAHRAIN



SPONSORS:



COLLABORATORS:



Art, Finance and Wealth Management

MODERATED BY

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



perspective, assuring adequate liquidity with individuals able to turn their art collection into liquid assets through secured lending. Art and wealth management is not a new concept. For many decades, private banks and wealth managers have helped their clients with their art and collectible wealth. With the value of art increasing, and with an estimated US\$1.6 trillion in art and collectible wealth held by UHNWIs alone in 2016, an estimated US\$2.7 trillion by 2026, a more strategic and holistic approach to art and wealth management is required in order to fully meet clients' needs and expectations.

Mr Picinati di Torcello is in charge of the art & finance activities within Deloitte Luxembourg, an initiative he has been coordinating since its beginning (www.deloitte-artandfinance.com). Adriano also coordinates the development of the Art & Finance activities at the Deloitte group level. Deeply involved in creating awareness of the "art & 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. Being the spokesman of the Art & Finance initiative within Deloitte, he regularly speaks at international conferences.

09:00

DELOITTE ART & FINANCE REPORT 2017
Highlights in the Art Market

The wealth management industry is undergoing a significant transformation. With global financial markets characterized by volatility, traditional investment platforms are being pushed to one side by wealth managers, High Net Worth Individuals (HNWIs) and Ultra High Net Worth Individuals (UHNWIs), who are increasingly seeking alternative assets to diversify their portfolio. A compelling series of arguments have already been delivered around art as an asset class and its importance in a HNWI's portfolio diversification strategy. Many have questioned if art can have a long-term capability to outperform other equities; presenting little financial risk to buyers, and from a broader investment portfolio

SPECIAL PRE-LUNCH INTERVIEW

Kaneka Subberwal has many firsts to her credit and she has built on this pioneering spirit to make her vision her mission and persisted despite all odds to make what seemed like an impossible dream then to put Bahrain in the reckoning as far as art was concerned.

Her initiative is to make Bahrain a focal point for art in the West Asian region and establish a forward thinking platform to promote the growth of art in the country. She takes this many steps forward with BAAB - Bahrain Art Across Borders - an initiative powered by Tamkeen to take the art of the artists of Bahrain across borders globally.

As co-founder of ArtBahrain she has put Bahrain firmly on the global art map. Her persistence and conviction has paid off and now ArtBahrain is well into its second edition slated for later this year. Her great desire is to be the much needed conduit for local Bahraini artists and the international art community to experience the wealth of culture of the wonderful island nation as she has.

She arrived in Bahrain in 2008 with her company Art Select and set up Bahrain's first art lounge then expanded to art consultation to include artists, collectors, families and corporate offices within the ambit of the arts. She organized a number of art shows across the country - with ArtBahrain being a culmination of sorts, considering the commendable impact it has had in the region, especially since art fairs are a relatively new phenomenon in the region. She hopes to create a common space for galleries and artists from around the globe to connect with collectors and art aficionados, whilst hoping that neighbouring Arab States will be more proactive in investing in and promoting their contemporary artists to the world.



AML

MODERATED BY

RALPH STOBWASSER | PARTNER FORENSIC MIDDLE EAST
Deloitte, Dubai, UAE

It is commonly highlighted that a lack of transparency and issues of authenticity are undermining trust and credibility in the art market. At the same time, the legal and regulatory framework within which art businesses are required to operate is becoming increasingly complex. Several countries have imposed anti-money laundering requirements on art dealers as part of ongoing effort to protect the market from abuse. Globalized and complex the art market is also evolving. Art is increasingly being sold online and collected as an investment as well as for its intrinsic aesthetic, cultural, or historical value. The lack of regulation and proper risk management approach could impact the current growing trend observed in the art market. The art market for example can be a victim of criminal organisations that abuse such situations to blend the process of their illegal activities with the surrounding abundance of wealth and euphoric market conditions where there is a huge demand from a new wealthy class that is not always aware or concerned about the origin of the artwork it wants to purchase, or the funds with which it was acquired.



Ralph is a Deloitte Forensic partner focusing on Financial Crime investigations and Business Intelligence Services. He has well over ten years of experience in the Middle East of working on and leading integrity due diligence, corruption and regulatory investigations, asset searches and litigation support assignments. Ralph also leads a team of professionals that manage enhanced KYC/AML diligence and third-party screening programmes, as well as bespoke background investigations for financial institutions and corporate clients.

16:35

IN CONVERSATION WITH
SWAADY MARTIN

FOUNDER & CHIEF EXECUTIVE OFFICER, YSWARA, JOHANNESBURG, SOUTH AFRICA
Trustee of the NIROX Art Foundation



INTERVIEW BY

BRENDON BELL-ROBERTS | FOUNDER & EDITOR-IN-CHIEF
Art Africa Magazine, Cape Town, South Africa



In a conversation with Brendon Bell-Roberts, Swaad will share on how YSWARA, Africa's Luxury tea brand explores creative cross-pollinations with artists as an advocate of Art & Design. As a trustee of the Nirox Art Foundation, she will also share on how Nirox Sculpture Park facilitates cultural dialogues and exchanges through artists' residencies and enables sculpture collection in Africa through the sculpture park and exhibitions.

09:20

ART & WEALTH MANAGEMENT

Developing a Holistic Relationship for UHNWIs, with focus on Monetizing, Partnering and Transferring One's Collection



HARVEY MENDELSON | CO-FOUNDER & MANAGING DIRECTOR
1858 Ltd Art Advisory, London, UK



JAN PRASENS | MANAGING DIRECTOR, EUROPE & MIDDLE EAST
Sotheby's, London, UK



DR ALESSIA ZORLONI | CO-DIRECTOR EXECUTIVE MASTER IN ART MARKET MANAGEMENT
IULM University, Milan, Italy



SUZANNE GYORGY | MANAGING DIRECTOR & GLOBAL HEAD OF ART ADVISORY & FINANCE
Citi Private Bank, New York, USA

10:50

MORNING REFRESHMENTS
SPECIAL PHOTOGRAPHY BY

FILMATOGRAPHY
MIDDLE EASTERN ART MARKET EUROPE - FAR EAST

11:20

ART AS AN ASSET

Is Fine Art a Good Investment? How Blockchain Technology is Democratizing the Fine Art Market?



SALMA SHAHEEM | HEAD OF MIDDLE EASTERN MARKETS
The Fine Art Group, Dubai, UAE



ALAIN MESTAT | MANAGING PARTNER
PassionProtect® - Art&Motion®, Luxembourg City, Luxembourg



MARCELO GARCÍA CASIL | FOUNDER & CEO
Maecenas Fine Art, Singapore
The first open block chain platform that democratizes access to fine art



DAVID DEHAECK | CO-FOUNDER
Wunder, Antwerp, Belgium



FRANCESCO GIBBI | FOUNDER
Lot-Art.com, Netherlands, Amsterdam
Worldwide Auctioning Made Easy

13:05

IN CONVERSATION WITH
KANEKA SUBBERWAL

FAIR & PROGRAM DIRECTOR
Artbab, Manama, Bahrain
Founder Artsselect

BY CORINNE TIMSIT

In a conversation with Corinne Timsit, President of CT2A Group, Paris, France (Art Premium Magazine, Corporate Art Magazine & CT Art Advisory), Kaneka Subberwal shares her views on Art as an Investment-Why should one invest in Bahrain Art? How are Bahraini artists growing and challenging boundaries in the Art Market?

13:20

NETWORKING LUNCH AT THE PENTHOUSE AT THE FIVE PALM JUMEIRAH SPONSORED BY ARTSELECT



14:20

ART, INSURANCE & RISK MANAGEMENT

Restoring Trust, Curbing illicit Trade & Protecting the Integrity of your Fine Art Collection.



JULIAN RADCLIFFE | CHAIRMAN
The Art Loss Register, London, UK



YAN WALTHER | GLOBAL MANAGER
SGS Art Services, Geneva, Switzerland
Listed as # 2 among Top Art Entrepreneurs by the Sotheby's Institute of Art



WENDY LINDSTROM | PARTNER
Messner Reeves LLP, New York, USA



DEBORAH GUNN | ART ADVISOR
Faurchou Foundation, New York, USA



CHARLIE HORRELL | DIVISIONAL DIRECTOR, FINE ART, JEWELLERY & SPECIE DIVISION
Willis Towers Watson, London, UK

16:05

AFTERNOON REFRESHMENTS
SPECIAL PERFORMANCE & PHOTOGRAPHY BY

PIANOS
MUSIC AND ART CENTRE

FILMATOGRAPHY
MIDDLE EASTERN ART MARKET EUROPE - FAR EAST

17:05

IN CONVERSATION WITH
PHILIPPE MÉAILLE



FOUNDER & PRESIDENT
Château de Montsoreau
Museum of Contemporary Art, Montsoreau, France

INTERVIEW BY

CORINNE TIMSIT | PRESIDENT
CT2A Group, Paris, France



In a conversation with Corinne Timsit, Philippe Meaille will share on how he first met the work of the artists group Art & Language in 1994/1995 and bought a large group of works to the Swiss Rothschild Bank in 1996, initiating the extraordinary dimension of this acquisition, which is known today to be the world's largest private collection of Art & Language works.

17:35

END OF CONFERENCE

MARCELO GARCÍA CASIL | FOUNDER & CEO
[Maecenas Fine Art, Singapore](#)

Founder and CEO of Maecenas. Having previously worked at a number of large global banks, Marcelo has wide-ranging experience in designing and building large-scale enterprise-grade systems with a focus on investment banking and financial solutions. An entrepreneur, Marcelo has specialised in blockchain and financial technology, primarily in areas covering tokenisation of assets and new capital markets. His strong technical architecture and leadership skills have earned him the recognition and endorsement from amongst his clients, teammates and peers. Marcelo frequently speaks and presents at industry events, conducts specialised workshops and training sessions, and provides expert advice to companies.

FRANCESCO GIBBI | FOUNDER
[Lot-Art, Netherlands, Amsterdam](#)

Francesco Gibbi is a seasoned art collector and expert in 18th century Neoclassical etchings. In 2015, understanding the wide investment opportunities offered by the art auction market but as well the need for more transparency and efficiency for the art buyers, he founded the online portal for Worldwide Auctioning "Lot-Art.com" to enhance the role of fine art investment as an effective portfolio diversification to volatile financial markets.

Master Degree in International Management and specialized in International Affairs, after covering for over 15 years financial and management roles in International Organizations operating in the field of Impact Finance, Francesco is now sharing his expertise as Alternative Investment Advisor believing an investment should bring more than the opportunity of a sound financial return but as well tangible esthetic and ownership feelings to his owner.

"Art collecting is an investment and follows similar rules to most common financial products but it is just more rewarding in terms of emotional feelings and less volatile in terms of value, especially if you well diversify your collection into contemporary art, jewelry and old masters. Leveraging on a sound expertise, auctions are the best source of good deals to any collector looking for alternative investment opportunities."

PHILIPPE MÉAILLE | FOUNDER & PRESIDENT
[Château de Montsoreau-Museum of Contemporary Art, Montsoreau, France](#)

Philippe Méaille is the son of two art collectors. He studies chemistry at the René Descartes University in Paris, where he attends as often as he can libraries and art galleries. He subsequently built his first library. His meeting with important booksellers such as Marc Martin-Malburet let him understand what was at stake with the art object. He begins his collection with Video Artist such as Nam June Paik, and come quickly to Minimal and Conceptual Art. In the mid 90s he decides to focus the collection on the works of Art & Language and become the most important buyer of their works in a depressed art market. At the end of 90s, he meets the artists of Art & Language and understands the obligation he has for his collection to become public. Bernard Ceysson then Director of the MUDAM (Museum of Modern Art Luxembourg) is interested in hosting the collection. This project is completely abandoned in 1999. In 2007, Corinne Diserens who was building MUSEION in Bolzano decide to have the collection on long term loan for the museum, but this project is also abandoned in 2008 next after the opening. The Philippe Méaille Collection is on long term loan at MACBA Barcelona since 2010. Since 2016 Philippe Méaille is the founder and President of the Château de Montsoreau-Museum of Contemporary Art.

SALMA SHAHEEM | HEAD OF MIDDLE EASTERN MARKETS
[The Fine Art Group, Dubai, UAE](#)

Based in Dubai, Salma oversees development of our business in the region and manages the Group's corporate and private art advisory relationships. In partnership with The Fine Art Group, she established The Fine Art Middle East Trading LLC in 2012, when it was the first advisory business of its kind in Dubai. Salma was born and raised in Dubai, and studied Finance and History of Art at Richmond University in London. Following her studies, she worked for The Fine Art Group in London for two years before relocating back to Dubai.

DEBORAH GUNN | ART ADVISOR
[Faurshou Foundation, New York, USA](#)

Deborah Gunn is a Seattle-based art advisor for the Faurshou Foundation with locations in Copenhagen, Beijing, and New York (opening in 2018). Ms. Gunn previously served as Associate Director, Art Finance of the Vulcan Art Collections, where for over a decade she was responsible for purchase and sale transactions as well as oversight of day-to-day collection management. She was instrumental in the development of the Seattle Art Fair, and helped create the Pivot Art+Culture gallery space, as well as the touring exhibition, "Seeing Nature" which traveled to five venues in the U.S. She is a member of The Association of Professional Art Advisors and provides advice and assistance with assessment, development and stewardship of collections; including advising on acquisitions and deaccessions, collectibles and art investments, installations, care and conservation, loans and exhibitions.

ALAIN MESTAT | MANAGING PARTNER
[PassionProtect® - Art&Motion®, Luxembourg City, Luxembourg](#)

Alain has over 25 years experience within the wealth management industry. For 13 years he was a Director with the Edmond de Rothschild Group. Prior to this Alain was Founder of Advena Management, one of the first Multi Family Offices in the US (Boston) exclusively catering for the US needs of GCC families. Alain has extensive experience in the field of Art & Finance, having set up in 2014 PassionProtect®, an independent art secured financing boutique. In early 2017 PassionProtect® launches its PassionBonds®, a new form of art asset backed securities sold to asset managers as an alternative investment. Earlier this year Alain launched Art&Motion®, a new investment vehicle investing exclusively in collectible cars. Alain is an active member of PAIAM and currently acting at the President of the Luxembourg Art & Finance Association. Alain has a Bachelor and a Masters from Brandeis University in International Economic and Finance. He is also a graduate of INSEAD.

DAVID DEHAECK | CO-FOUNDER
[Wunder, Wunder, Antwerp, Belgium](#)

David is passionate about creating technology that disrupts the art world. With a degree in Marketing from Open University (UK), David was the first to publish art auction data on both CD-ROM and the web in 1986-87. He sold his first art-related internet company to icollector in the UK.

JULIAN RADCLIFFE | CHAIRMAN
[The Art Loss Register, London, UK](#)

Julian Radcliffe has an MA from Oxford and worked at Lloyd's the insurance market founding the leading political risk broker and Control Risks the leading risk management consultancy for multi-national companies with offices in 25 countries. In 1990 he was asked by Sotheby's to found the Art Loss Register whose shareholders included the leading auction houses, insurers, and dealer associations. The Art Loss Register is the recognised international databases of stolen and fake art with over 500,000 entries and conducts over 350,000 paid searches of auction sales, fairs, dealers, exhibitions, and for law enforcement. At any one time it is handling over 150 recoveries and these total over £100 million since 1990.

He was appointed OBE in 2000 and QRVM in 2005 for services in the Ministry of Defence. He has lectured at Police and Armed Service Staff Colleges, is founding a museum at

SWAADY MARTIN | FOUNDER & CHIEF EXECUTIVE OFFICER
[YSWARA, Johannesburg, South Africa](#)

Swaady MARTIN is the founder & CEO of YSWARA, a woman-owned social enterprise; transforming African agricultural commodities locally to contribute to the reversal of the African commodity trap. With the global rise of the "foodie" market, YSWARA is a Specialty Tea brand offering original African teas & teatime delicacies, beautifully packaged and distributed globally. YSWARA is perceived amongst Africa's leading luxury & premium brand and is present at recognized luxury retailers in 17 countries in Africa, USA, Europe, Middle-East and Asia. The brand has won several recognitions incl. Best new Talent in the Luxury Industry 2013 (by the French Center for Creation & Luxury), Best African emerging brand 2015 (Brand Africa). Swaady has received numerous distinctions and awards. She was named "The Queen of African Luxury" by FORBES in 2013. The same year, she was named by the same publication (FORBES), one of "The top 20 young Africans building the future of Africa". In 2014, she was listed on Oprah Winfrey's "O' Power List" and named one of the "Youngest Power Women in Africa" by FORBES.

Swaady is also the author/creator of the "Luxe Ubuntu" concept, an inclusive luxury business model providing economic value and meaningful income to all the members of the supply chain, who participate in the production of luxury products.

Prior to pursuing her entrepreneurial interest, Swaady had a successful 10-year career at General Electric Co. where she held leadership positions in several divisions across the world with her last posting as GE Transportation's Director for Sub-Saharan Africa. Among others, she developed GE's first strategic plans for Africa.

JAN PRASENS | MANAGING DIRECTOR, EUROPE & MIDDLE EAST
[Sotheby's, London, UK](#)

Jan was appointed Managing Director of Sotheby's Europe & Middle East in June 2017. Based in London, Jan is responsible for business strategy and development for all Sotheby's operations in Europe, the Middle East, Russia, India, and Africa as well as providing the best possible service to the company's many clients across these regions. Before assuming his current role, Jan was Managing Director of Sotheby's Financial Services, where he spent the past decade building the company's global financing business from a small lender focused on supporting auction transaction to the largest pure asset backed lender in the art market today. During his tenure, he oversaw funding of more than \$2 billion in new loans and built relationships with some of Sotheby's most important clients.

YAN WALTHER | GLOBAL MANAGER
[SGS Art Services, Geneva, Switzerland](#)

After completing a Master of Arts at Lausanne University (Switzerland), Yan Walther worked on the production and organization of several international cultural projects in Switzerland and Russia (opera, theater, exhibitions). He then managed a family office in Geneva, before in 2009 joining the team that created and launched the Fine Arts Expert Institute (FAEI) in the Geneva Freeport, and becoming its Executive Director in 2011. The FAEI, which Yan managed until 2015, was one of the first private institutes in the world dedicated to the technical examination of art works and cultural objects. In 2015, Yan joined the SGS group ([www.sgs.com](#)), the global leader in the inspection, verification, testing and certification, to create the SGS Art Services department ([www.sgs.com/art](#)), specializing in the technical examination (scientific analyses) and condition reporting on artworks. Present in USA, Europe, UK and in China, SGS Art Services is the first and only global provider of

CHARLIE HORRELL | DIVISIONAL DIRECTOR, FINE ART, JEWELLERY & SPECIE DIVISION
[Willis Towers Watson, London, UK](#)

Charlie Horrell is a Divisional Director of the Fine Art department and is based in London. He has been working in the Lloyd's of London Insurance industry for over 10 years, originally in the Financial Institutions sector placing structured Insurance programmes for Banks and Hedge Funds. Recognising that many of the larger institutions required coverage for their Fine Art collections Charlie created tailored programmes that offered solutions for their overall requirements. He is now responsible for the design and placement of the Insurance programmes for some major Art Galleries, Auction Houses and Specialist Fine Art Logistics companies in the UK, Europe and Middle East as well as a number of significant Museums, Exhibitions and Private, Corporate and State Art and Jewellery Collections worldwide. He has specialised in the insurance of Fine Art for the Commercial, Public and Private sectors. Charlie is recognised as a leading Broker in the

CORINNE TIMSIT | PRESIDENT
[CT2A Group, Paris, France](#)

Corinne Timsit has an extensive professional experience in the contemporary art world, which spans over twenty five plus years. She opened her own international galleries in France and USA, consultant for global enterprises such as the UBS Financial Group, the Fuji Group, the Seibu Group in Japan, and institutions among which the Pollock-Krashner Foundation and the Ralli Foundation, French Ministry of Culture (DAI), she also organized more than 320 exhibitions worldwide. Corinne co-founded in 2013, CT2A GROUP with media entrepreneur Eric Bonici to fusion their complementary know-how in the art field, diversifying and building a talented editorial team at ArtPremium and Corporate Art magazines.

From the vision brought on by the two print publications, she possesses an insight that offers her clients curated strategic advice on knowing how to acquire artworks, building up and managing a personal or corporate art collection as well as event management within the CT2A art advisory department.

She holds the position of President of A.D.A.C.E.A. a non-profit organization for the development of the arts

DR ALESSIA ZORLONI | CO-DIRECTOR EXECUTIVE MASTER IN ART MARKET MANAGEMENT
[IULM University, Milan, Italy](#)

Alessia Zorloni is Co-Director of the Executive Master in Art Market Management at IULM University of Milan and Adjunct Professor of Economics and Management of Art at Catholic University, Milan, Italy. She also regularly holds lessons on the protection and valuation of family art collections at the Italian Family Officer Association (AIFO). Beside her academic work, Dr. Zorloni is Of Counsel of Art Law department at CBA Studio Legale e Tributario. She regularly advises public and private collectors in the acquisition, sale and management of their works of art providing them with assistance in all aspects of the art collecting process.

Prior to joining CBA, Alessia worked as an Associate Researcher at The Boston Consulting Group in the Milan office and at the Wien Kunsthalle. Alessia has been a visiting scholar at the Tate Modern, Guggenheim Foundation and at the Smithsonian Institution, where she has been awarded the Smithsonian's Fellowship in Museum Practice.

Alessia received a Ph.D in Communication Economics from IULM University of Milan and a Master's Degree in Arts Management from City University, London. She is the author of more than 30 publications, among which the books Art Wealth Management. Managing of Private Art Collections (Springer 2016) and The Economics of Contemporary Art. Markets, Strategies and Stardom (Springer 2013), a best-selling book on the contemporary art market translated in Italian, Chinese and Persian. She is also a contributor writer for Flash Art, Il Giornale delle Fondazioni and PRIVATE the magazine of Private Banking and Wealth Management, covering topics such as art investments and foundations established by private art collectors.

WENDY LINDSTROM | PARTNER
[Messner Reeves LLP, New York, USA](#)

Wendy Lindstrom is an experienced commercial litigator who focuses on art law, transportation and logistics, international and interstate commerce, maritime law and complex commercial matters. Wendy has experience drafting and negotiating contracts for artists, dealers, collectors, galleries, auction houses, appraisers, lenders, conservators and fine art transportation and logistics companies. She handles international and domestic transactions, litigation, arbitration and mediation involving fine art, jewelry, specie, wine, yachts, collectible cars, stamps, antiques and cash in transit. She regularly litigates art fraud and damage cases.

HARVEY MENDELSON | CO-FOUNDER & MANAGING DIRECTOR
[1858 Ltd Art Advisory, London, UK](#)

Harvey Mendelson is co-founder and Managing Director of 1858 Ltd Art Advisory, which has for over 15 years provided independent and impartial advice to HNW and UHNW individuals, financial institutions, luxury brands and museums on all aspects of the art-collecting process. As part of his role, Harvey oversees all commercial aspects of the business, including managing 1858's key partnerships with private banks, family offices and Forbes listed families around the globe. Under his leadership 1858 has received numerous awards including the Spears Wealth Management Art Advisor of the Year for services to the private wealth industry. Harvey is regularly called upon to speak on investments of passion, mitigating risk when building collections and innovations in the global art market. He has lectured at Sotheby's Institute, Deloitte Art & Finance seminars, the Gibraltar Funds & Investments Association and the London Business School Art Investment Conference. The 1858 team is also regularly called upon to provide art market insights for international press outlets including the Financial Times, CNBC, CNN and Bloomberg TV.

SUZANNE GYORGY | MANAGING DIRECTOR & GLOBAL HEAD OF ART ADVISORY & FINANCE
[Citi Private Bank, New York, USA](#)

Suzanne Gyorgy is a Managing Director and Global Head of Citi Private Bank Art Advisory & Finance. This group, established in 1979, features a team of art specialists who consult with private collectors on building art collections, art management, estate planning for art and offering loans secured by fine art.

Suzanne brings over 25 years of professional experience to her position. Before joining Citi in 1999, Suzanne was the Director of Exhibitions and Collections for the Morris Museum in Morristown, New Jersey, where she organized many exhibitions ranging from 19th Century European & American paintings to a series of Contemporary art projects and exhibitions. Prior to that, Suzanne served as the Director of the PaineWebber (UBS) Art Gallery in New York, organizing exhibitions in partnership with non-profit arts and cultural institutions. Suzanne also worked as an independent art advisor managing several, important private art collections and as a consultant to art museums on exhibition coordination. Suzanne began her career as a Registrar for the Department of Paintings and Sculpture at the Museum of Modern Art, New York.

Suzanne has lectured widely on the topics of Art as an Asset Class and Art Finance and participated on numerous art market panel programs. She has commented on the art market for CNN, the Wall Street Journal, New York Times, Financial Times, Barrons and Art and Auction magazine among others. Suzanne is a board member of the Association of Professional Art Advisors (APAA) and serves on the membership committee. She graduated from Pratt Institute with a degree in Fine Arts.

BRENDON BELL ROBERTS | PUBLISHER, EDITOR, CREATIVE DIRECTOR, CURATOR, ARTIST
[Art Africa Magazine, Cape Town, South Africa](#)

Brendon has been narrating cultural developments from the African continent through words, pictures, books and events for the past 20 years. An award winning designer, creative director and publisher - his publications, projects and creativity having reached all seven continents.

Brendon is the Founder and Editor-in-Chief of ART AFRICA magazine; ITCH creative writing and submissions journal (which has since become the magazine for the Creative Writing department of the University of the Witwatersrand in Johannesburg); SNAPPED, the African Photographic Periodical; ART AFRICA FAIR, The Fully Curated African Art Fair; COLLECTOR, the African Collector and Luxury Lifestyle Magazine; and THAT_COLLECTIVE, his Africa-focused Digital Communications and Research Agency.



Thursday

March 22, 2018
4 Rajab, 1439
EARLY EDITION ★★
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Unfold Daily News unfoldbrics.art

Evolving Cultures, Developing Collections



RAMIN SALSALI | FOUNDER
Salsali Private Museum, Dubai, UAE

The Salsali Private Museum (SPM), in Dubai, United Arab Emirates, is the first private museum in the region for contemporary Middle Eastern and international art.



BASEL DALLOUL | CHAIRMAN & CEO
NOOR Group, Cairo, Egypt
Founder of the Dalloul Art Foundation

The Dalloul Art Foundation founded in 2017 to promote Dr Ramzi Dalloul's vast collection of modern and contemporary Arab art at over 4000 pieces, is the largest collection of its kind in private hands.



Otazu Foundation

"Fundación Otazu" was established in 2016 by Guillermo Penso, CEO of Bodega Otazu and patron of the Reina Sofa Museum in Madrid, Spain. The mission statement of the Foundation is to promote and manage art activities, such as fellowships and artist's residencies.

The old winery dates back to 19th century, a magnificent building from 1840- now turned into a museum, that hosts important pieces from Spanish artists such as Manolo Valdés, José Guerrero, or Baltasar Lobo, combined with contemporary masterworks of artists such as Liam Gillick or Leandro Erlich. But the collection it is also spread through out the winery and landscape: Jaume Plensa, Jim Dine, Alfredo Jaar and Leandro Erlich are already part of a sculpture park which dialogues in harmony with nature. At Otazu differentiating wine and art becomes difficult, since art is mixed with the atmosphere and tradition of wine making.



21c Museum Hotels

Launched in 2006 by philanthropists and art collectors Laura Lee Brown and Steve Wilson, 21c Museum is a Louisville-based combination of contemporary art museum and boutique hotel chain. As of 2017, it manages seven properties in Louisville, Kentucky; Lexington, Kentucky; Cincinnati, Ohio; Bentonville, Arkansas, Durham, North Carolina, Oklahoma City, OK, and Nashville, Tennessee.[1]

21c Museum is North America's only museum dedicated to collecting and exhibiting works by contemporary artists of the 21st century including Bill Viola, Tony Oursler, Andres Serrano, Sam Taylor-Wood, David Levinthal, Yinka Shonibare, Judy Fox, Chuck Close, Alfredo Jaar, David Herbert, Daan Roosegaarde, Kara Walker and Serkan Özkaya (David).



Jean Paul Najar Foundation

The JPNF is an ICOM registered museum of contemporary art that is home to a collection of European and American abstract art from the 1960s through today. It is the custodian of the remarkable archive tracing forty years of artist-collector exchanges. The JPNF presents three curated exhibitions a year, continues to acquire and commission works and offers an inspiring calendar of educational and public programs. The museum is located in Alserkal Avenue and was designed by Mario Jossa, of Marcel Breuer & Associates.



Zeitz MOCAA

Jointly developed by the Victoria & Alfred Waterfront and German businessman Jochen Zeitz, Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), a public not-for-profit contemporary art museum, became the world's largest museum devoted to collecting, preserving, researching, and exhibiting twenty-first century art from Africa and its Diaspora since its opening in September 2017.

Zeitz MOCAA hosts international exhibitions; develops supporting educational and enrichment programmes; encourages intercultural understanding; and guarantees access for all. Over one hundred galleries, spread over nine floors, are dedicated to a large cutting edge permanent collection; temporary exhibitions; and Centres for Art Education, Curatorial Excellence, Performative Practice, Photography, the Moving Image, and the Costume Institute.



BMW Group Cultural Engagement

For almost 50 years, the BMW Group is involved with over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitments on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, Chinese artist Cao Fei and American artist John Baldessari created the most recent BMW Art Cars. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities for granted - which is as essential for producing groundbreaking artistic work as it is for major technological innovations in a successful business enterprise.



Bringing a fresh perspective within the prevailing working cultural environment

One of the exciting growth segments of ARTZU's business in recent years has been the expansion of their role as art consultants. ARTZU brings together ARTZU Gallery and ARTZU Projects that works in parallel with a wide range of organisations especially professional service providers such as international firms of accountants, lawyers and financial services. Typically these are organisations wishing to make a clear statement as to who they are, differentiating themselves in the market place, through the selection and installation of carefully chosen and located artwork in the work environment. This not only creates a positive, uplifting environment for clients, staff and colleagues, it conveys and reflects the company image. It goes beyond mere decoration or token gesture, serving to reinforce and convey the corporate ethos. ARTZU encourages clients to build their corporate art collection as an investment with the potential to gain asset value, though they always advise them to buy what they like and what would contribute to creating the corporate identity and sense of place-making. This is something which is high on corporate agendas, leading a human dimension to an otherwise often bland and cavernous space, where people can congregate and engage with the artwork and one another.

Misk Art Institute
معهد ميسك للفنون

CROSSWAY FOUNDATION
creativity across borders

أبدع AND INSPIRE / OPEN CALL
دعوة للمشاركة

موضوع المسابقة: الفن والتكنولوجيا
Competition Theme: Art & Technology

رحلة إلى كاليفورنيا
JOURNEY TO CALIFORNIA

- San Francisco
- Silicon Valley
- Yosemite National Park
- Los Angeles

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2nd Annual UNFOLD ART XCHANGE
March 2019
MANAMA, BAHRAIN



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Private, Corporate and Museum Collections

Today, approximately 50% of Fortune 500 companies are developing art collections and have begun to view art as both a status symbol and an asset, so that the professional development of a corporate art collection is both an extension of the corporate image and a practical financial diversification strategy.

Many businesses and corporations invest in art to shape and boost brand image, as a bespoke collection lends to a company a unique personality. As a company's organizational identity becomes more certain, it is manifested through its collecting strategies, gaining the confidence of identity to begin collecting through direct relationships with art fairs, galleries, and artists. As an extension of its collecting activities, it may seek to contribute to the public wealth through the commissioning of significant works of art and public artworks, and generally contributing to the preservation of emerging cultural heritage.

The number of private art collectors who choose to house their collections in publically accessible museums is sharply increasing. There are now more than 300 privately funded museums world-wide, 70 percent of which were founded since 2000. While private collectors may make their collections public for any number of reasons, these private institutions often fill a gap in a country's arts and culture scene, especially where institutional infrastructure is limited, as in many developing economies.

Many private collectors view the development of a privately funded museum as a means of new philanthropy, by giving diverse audiences access to world-class works of art which would otherwise be inaccessible. Private museums are often equal to their publicly funded counterparts, offering public education programmes, high level curatorial expertise, and international exhibition programmes.

It is also becoming increasingly common for privately funded museums to work in collaboration with their publicly funded counterparts, with the public institutions offering access to expertise and unrivalled collections, while the private institutions can offer flexible programmes and much needed financial support. While only 2 percent of privately funded museums are in the Middle Eastern region, as compared to 80 percent in Europe and Asia, it is a trend which is anticipated to continue, creating a global art ecosystem. Privately funded museums are often seen by their founders as the actualization of a long desired dream, as well as a practical means of keeping and maintaining a personal collection.

UAE Art Scene

The UAE is one of the few places in the world where the state has both deep coffers and a strong commitment to supporting arts and culture. The UAE contemporary art scene is slowly growing and beginning to consider its long-term future as a site for the public display and consumption of art. Private foundations and organisations in the UAE provides both an avenue for the Emirates' art ambitions and a voice for the different populations that live here.

For private foundations and organisations, distinguishing themselves from a commercial gallery is immensely important to their reputation, and they seek to publicly signal their status in various ways. Organisations often enlist a star museum architect, even for a smaller project, which gives the gallery the look of a museum, and the star factor can be highlighted on press material and online for an international audience. Alserkal Avenue commissioned the Dutch architect Rem Koolhaas to design its new space for commissioned programming, Concrete, and the Najar Foundation had its site designed by Mario Jossa of Marcel Breuer & Associates. Najar Jossa also had her foundation accredited as a museum by the International Council of Museums.

MODERATED BY

JANE MORRIS | EDITOR-AT-LARGE
The Art Newspaper and Cultureshock Media London, United Kingdom



Jane Morris is the editor-at-large of The Art Newspaper and of Cultureshock Media, and a regular contributor to the Economist on art and culture, among other publications. She was the editor-in-chief of The Art Newspaper (London and New York) for almost a decade, and has produced numerous in-depth reports on the visual arts. She has worked with a wide circle of international academics, experts, artists, curators, consultants and specialist journalists. She was previously head of publications at the Museums Association, and a judge and committee member of the European Museum of the Year Award. She contributes to Radio 3, Radio 4 and Monocle 24 radio, and has written for national newspapers including The Guardian and The Independent. She studied fine art at Central St Martin's College of Art and Design, and journalism at City University, London.

09:00 | **CORPORATE ART**
The Importance of Collection Development Policy and Responses to Corporate Art Activities

LOA HAAGEN PICTET | CURATOR
Collection Pictet, Geneva, Switzerland
Chair IACCCA (International Association of Corporate Collectors Contemporary Art)
Pictet Private Bank recognized as one of the largest private banks in Switzerland

DR PAUL BAYLISS | ABSA ART & MUSEUM CURATOR
Barclays Africa Group, Johannesburg, South Africa

SANNE TEN BRINK | HEAD CURATOR ART MANAGEMENT
ING Bank, Amsterdam, Netherlands
ING art collection won Corporate Art Award for 'most diversified and alive group collection' in 2016

DR. THOMAS GIRST | GLOBAL HEAD
BMW Group Cultural Engagement, Munich, Germany
Received the international "European Cultural Manager of the Year" award in 2016

NICK BETNEY | FOUNDER & MANAGING DIRECTOR
ARTZU Projects, Manchester, UK

10:30 | **MORNING REFRESHMENTS**
SPECIAL PHOTOGRAPHY BY **FILMATOGRAPHY**

11:00 | **MUSEUMS OF TOMORROW**
The Future of Museums and their Role in the Changing Contemporary Art Market

MARK COETZEE | EXECUTIVE DIRECTOR & CHIEF CURATOR
Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), Cape Town, South Africa
The first major contemporary art museum to be built in Africa

RAMIN SALSALI | FOUNDER
Salsali Private Museum, Dubai, UAE

DEBORAH NAJAR | CO-FOUNDER
Jean-Paul Najar Foundation, Dubai, UAE
Director of the Global Private Museum Network

BASEL DALLOUL | CHAIRMAN & CEO
NOOR Group, Cairo, Egypt
Founder of the Dalloul Art Foundation

12:30 | **NETWORKING LUNCH AT MAIDEN SHANGHAI, FIVE PALM JUMEIRAH DUBAI**
AlFuttaim Willis



13:30 | **CULTURAL XCHANGE**
How are Private Art Foundations and other Organisations Shaping our Art Scene?

SHIREEN ATASSI | DIRECTOR
Atassi Foundation for Art and Culture, Dubai, UAE

LISA BALL-LECHGAR | DEPUTY DIRECTOR
Tashkeel, Dubai, UAE

VALERIA MARIANI | HEAD OF PROJECTS
Crossway Foundation, London, UK

NASSER BIN AHMAD ALSERKAL
BOARD MEMBER
Alserkal Cultural Foundation, Dubai, UAE

ANNAMARIA BERSANI | DIRECTOR
Alserkal Cultural Foundation, Dubai, UAE

15:00 | **AFTERNOON REFRESHMENTS**
SPECIAL PERFORMANCE & PHOTOGRAPHY BY **PIANOS** **FILMATOGRAPHY**

15:30 | **NEW APPROACHES TO HERITAGE**
Public Access to Private Collections

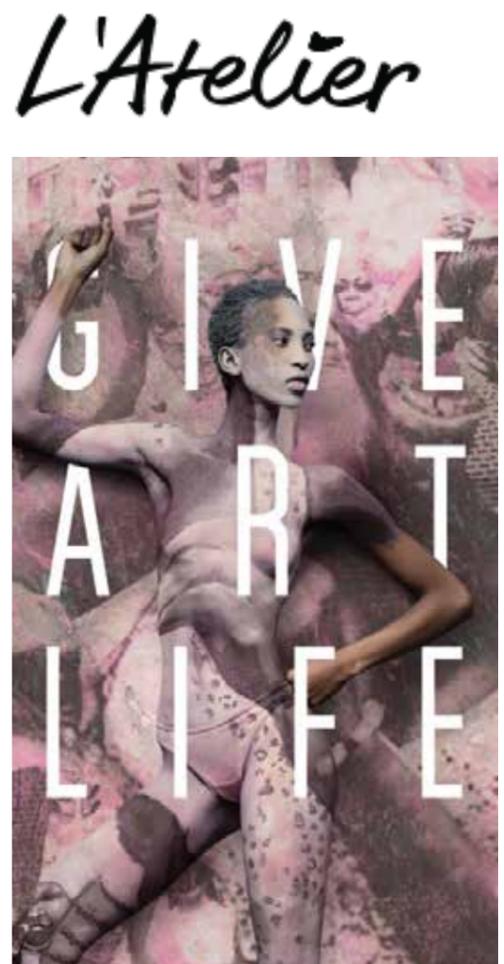
NIMFA BISBE | HEAD OF THE CONTEMPORARY ART COLLECTION
"la Caixa" Foundation, Barcelona, Spain
CaixaBank recognized as Best Private bank in Spain in 2016 and 2015

PHILIPPE MÉAILLE | FOUNDER & PRESIDENT
Château de Montsoreau-Museum of Contemporary Art, Montsoreau, France
Largest Art and Language Collection

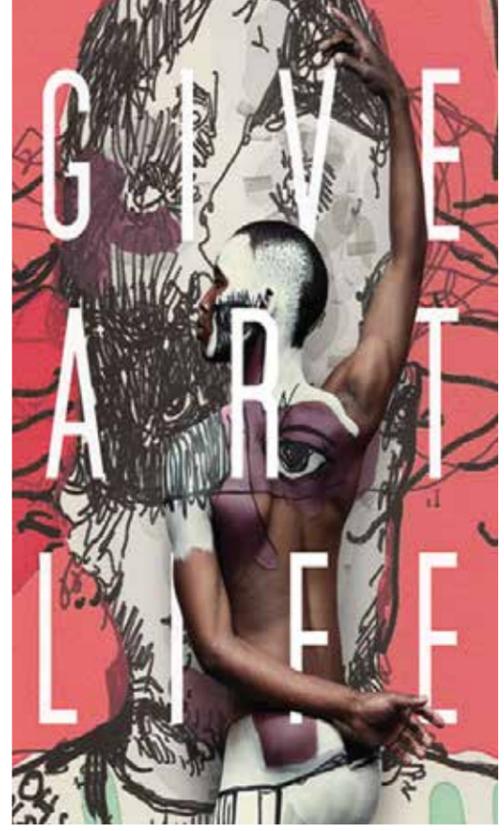
GUILLERMO PENSO BLANCO | CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR
Bodega Otazu, Pamplona, Spain
Patron of the Reina Sofia Museum in Madrid, Spain

STEVE WILSON | FOUNDER
21c Museum Hotels, Louisville, USA
21cMuseum Hotel voted among Top 10 Hotels in the World and Top Hotel in America by Conde Nast Traveler Readers' Choice Awards.

17:00 | **END OF CONFERENCE**



The Absa L'Atelier art competition is one of the longest-running and most prestigious visual arts competitions on the African continent. It was established in South Africa 33 years ago, but in recent years has been expanded to include a number of other African countries in order to reach more young artists and further the unparalleled opportunities it affords those who participate in the competition. For the first time in its history, this now includes the countries of Nigeria and Namibia. This brings to 12 the number of African countries participating in the competition, which is jointly sponsored by Absa and the South African National Association for the Visual Arts (SANAVA). The other participating countries include South Africa, Botswana, Ghana, Zambia, Kenya, Uganda, Tanzania, Mauritius, Seychelles and Mozambique. Absa L'Atelier rewards young visual artists with unparalleled industry opportunities to develop their talents abroad. As such, the competition is open to all professional and self-taught emerging artists aged 21 to 35 who are permanent residents of, and reside in, these qualifying countries. For thousands of artists across Africa whose creativity is their livelihood, art gives life. Now, Absa L'Atelier is asking these artists to 'Give art life' as it calls for entries into this year's competition. This inspiring theme of the 2018 competition reflects the idea that the highly acclaimed L'Atelier gives African contemporary art, and the fresh young talent behind it, a platform to thrive. This is evident in the once-in-a-lifetime opportunities presented through the competition. For the main winners, this includes a six-month art residency at the Cité internationale des arts in Paris, and a cash prize of R330 000. Similarly, the first Merit Award prize comprises a three-month art residency at the Bag Factory in South Africa; the second Merit Award, a two-month art residency at the Sylt Foundation, on the island of Sylt in Germany, and the third Merit Award, a one-month art residency with the Ampersand Foundation in New York, USA. All Top 10 finalists in the competition are also placed on a two-day art professionalism course to assist them in managing their careers – a vital aspect in helping young artists turn their talent into profitable businesses.



RAMIN SALSALI | FOUNDER
[Salsali Private Museum, Dubai, UAE](#)

Ramin Salsali started his collection at the age of 21 and has been developing it ever since. Born in Tehran in 1964, he studied economics, strategic management and marketing with a focus on Industry Design, in Germany and England. Parallel to his studies he founded a specialized consulting company for innovative and green technologies for application in the field of the petrochemical industries. Later, he entered into real estate development with particular focus on the preservation of historical buildings. For the last 12 years, his vision to share his passion for art with the public has been the moving force to establish a museum for Middle Eastern art. In April 2011, Ramin Salsali decided to open his private museum in Dubai realizing his long-term dream. Salsali Private Museum (SPM) opened its doors on the 11.11.2011. SPM is the first Private Museum for contemporary art in the region in which Salsali's collection of over 900 pieces of painting, photography, video art, sculpture and installation is showcased. SPM also hosts the collections of guest collectors and travelling exhibitions from around the world. His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai has recognized and honored Ramin Salsali as Patron of the Arts for the consecutive years, 2010, 2011, 2012 and 2013 for his sustained support of the art community in Dubai.

SHIREEN ATASSI | DIRECTOR
[Atassi Foundation for Art and Culture, Dubai, UAE](#)

Shireen obtained her MBA from Imperial College Business School in 1998. After a two year stint at Ernest & Young (Advisory and Business Consulting), Shireen joined Mars Inc. in 2000 starting a career in operations and procurement. At Mars Shireen looked after the scheduling and procurement of a variety of direct and indirect goods and services. About eight years later, Shireen decided to start her own business and she set up a firm that provided procurement consulting services, training and software. However, due to a variety of reasons, her business did not thrive. In 2010, she was offered temporary employment at Citibank, shortly thereafter she served as Head of Procurement for the Middle East and North Africa region. After a corporate career of almost 18 years, and on the back of family circumstances that made her decision possible, Shireen decided to take a turn in her career. In 2015 she along with her family established Atassi Foundation for Arts and Culture - a family non-profit initiative that preserves and promotes Syrian art and culture. She serves as the Director of the Foundation overlooking strategic planning and every day operations. Shireen has lived in Dubai for over 18 years with her husband and two teenage kids.

DR. THOMAS GIRST | GLOBAL HEAD
[BMW Group Cultural Engagement, Munich, Germany](#)

Thomas Girst (b. 1971), PhD, studied art history and literature at Hamburg University and New York University on a DAAD Scholarship. Cultural correspondent for the German daily Tageszeitung (2003-1999), ongoing contributions in international publications, scholarly journals on modern and contemporary art, culture and business. Founding editor of the international literature and art anthology Die Aussenseite des Elementes (2003-1991). Between 1998 and 2003 he was research manager of the New York-based Art Science Research Laboratory under the directorship of Harvard professor Stephen Jay Gould. Since 2003, he is global Head of Cultural Engagement at the BMW Group. Girst teaches at academies and universities throughout Europe. Between 2005 and 2009 he was a member of the Board for Arts Sponsorship within the Association of Arts and Culture of the German Economy at the Federation of German Industries, and since 2010 he sits on their panel for literature. He is a member of the Board of Spielmotor e.V. as well as for the Association of the Architecture Museum, Munich. Since 2012, Girst is cultural representative for the Nymphenburg Porcelain Manufactory. Since 2015, he is a member of the Council of the University of Music and Performing Arts in Munich and a member of the board of trustees of the Friends of Haus der Kunst, Munich. In 2016 he was appointed member of the advisory board for Sky Arts. In 2017, he joined The Indian Biennale Effects and Ecosystems Advisory Board. Latest publications include The Indefinite Duchamp (2013), The Duchamp Dictionary (2014) BMW Art Cars (2014), Art, Literature, and the Japanese American Internment (2015) and 100 Secrets of the Art World (2016).

NIMFA BISBE | HEAD OF THE CONTEMPORARY ART COLLECTION
["la Caixa" Foundation, Barcelona, Spain](#)

Nimfa Bisbe holds a degree in art history from the University of Barcelona (Spain) and a master in art history and museology from the University of Delaware (USA). In 1990 she joined the "la Caixa" Foundation as a chief curator of the contemporary art collection. In 2002, she assumed the direction of the "la Caixa" Contemporary Art Collection and has since been in charge of acquisitions, exhibitions and publications. She has made the collection known by conducting different projects and curating numerous exhibitions in Spain and overseas. Her curatorial work also involved solo shows and specific projects on artists such as Omer Fast, Tony Oursler, Bestué and Vives, Botto & Bruno, Jeppe Hein, Pierre Huyghe, Nicolas Paris, and Soledad Sevilla at CaixaForum Barcelona. She has participated in conferences and symposiums and taught art collecting at universities and art schools. She has served in the jury of several art prizes, such as the Spanish National Prize of Photography, the Joan Miró Prize and Arte y Mecenazgo Prizes. She is a member of ICOM (the International Council of Museums), CIMAM (the International Committee of ICOM for Museums and Collections of Modern Art) and board member of IACCCA (the International Association of Corporate Collections of Contemporary Art).

LISA BALL-LECHGAR | DEPUTY DIRECTOR
[Tashkeel, Dubai, UAE](#)

Lisa has been working in the MENA cultural sector for almost 20 years, spanning art and design, theatre and festivals. She previously served in senior positions at Abu Dhabi Music & Arts Foundation, Mixed Media Publishing and Al Hilal Publishing. Lisa has also worked for Arts & Business (UK) and Comité Européen pour le Rapprochement de l'Economie et de la Culture (CEREC). She has consulted on arts/business partnerships for entities including the World Bank, European Commission, FTSE100 companies as well as leading cultural bodies and has lectured widely across Europe, USA, Middle East and South Africa.

DR PAUL BAYLISS | ABSA ART & MUSEUM CURATOR
[Barclays Africa Group, Johannesburg, South Africa](#)

Dr Paul Bayliss has served in the role of Absa Art and Museum Curator since January 2011. His role as Absa Art and Museum Curator includes the management of Absa's art collection of approximately 18 000 artworks, coordinating the L'Atelier art competition across Africa; and, managing the Absa Gallery, The Money Museum, and Absa Archives. Dr Bayliss was responsible for the conception and design of the Money Museum that opened in Barclays Towers West, in the Johannesburg cbd, in 2011 and has written and published several, books, articles and scientific papers and has made various presentations and delivered papers at conferences internationally and across South Africa. His opinion on heritage matters is constantly sought after both locally and abroad. He is regarded as one of South Africa's leading numismatic specialists. His prior roles in Barclays Africa Group include General Manager: Consumer Education (2009 - 2010); Manager: Corporate Social Investment (2006 - 2009); Employee Community Involvement and Heritage (2004 - 2006) and Absa Group Museum and Archives (2003 - 2004). Prior to joining Absa, Dr Bayliss served as Acting CEO at Ditsong Museums of South Africa (DMSA) in 2002. He also held a number of senior management positions at DMSA. He has curated a number of visual art exhibitions in recent years both in the Absa Gallery and around the country. Dr Bayliss is a serving Council Member of Ditsong Museums of South Africa. Dr Bayliss is the visual arts curator for the KKNK.

GUILLE尔MO PENSO BLANCO | CEO & MANAGING DIRECTOR
[Bodega Otazu, Pamplona, Spain](#)
Patron of the Reina Sofia Museum in Madrid, Spain

Guillermo established "Fundación Otazu" in 2016 with the aim to bridge both art and wine and to search new ways of creating paradigms for social recognition and communication. Fundacion Otazu is based in Otazu, Navarra, Spain where the family resides and owns a Winery, a millenary Señorío, or manor and has transformed the old cellar, a magnificent building dating back from 1840, into a museum that displays important collections by Spanish artists such as Manolo Valdés, José Guerrero, Baltasar Lobo, combined with contemporary masterworks of Liam Gillick and Leandro Erlich. The collection is also spread throughout the winery and landscape with Jaume Plensa, Jim Dine, Alfredo Jaar and Leandro Erlich, who are already part of a sculpture park which dialogues in harmony with nature. The mission statement of the Foundation is to promote and manage art activities, such as fellowships and artist's residencies. Besides collecting, the Foundation also develops projects together with artists in a way that even the object "wine" can be transformed to the point of becoming an art work itself. This is the case of the "Vital de Otazu" 2013 which is a limited edition, wine specific, piece by Carlos Cruz-Diez. Other wine/art projects included "Genios de Otazu" where artists are challenged to reinterpret the millenary aesthetic of the wine wooden barrel in order to create a piece using their own language. During this process the artist also becomes winemaker artists, first harvesting and later deciding the final blend for his genius wine.

LOA HAAGEN PICTET | CURATOR
[Collection Pictet, Geneva, Switzerland](#)

Loa Haagen Pictet is a Danish art historian. She first worked for the Staten Museum for Kunst (Royal Museum of Fine Arts) in Copenhagen before her appointment as curator for Kunstmuseet Køge Skitsesamling, Køge. There she curated shows on contemporary architecture as well as the first exhibition of Ferdinand Hodler ever held in Scandinavia. Settling in Switzerland in 1997, she worked as a freelance curator, lecturer and author of scientific articles as well as gallery director, before being appointed curator of The International Red Cross and Red Crescent Museum in Geneva in 2003. In 2006, she joined the Musée d'art moderne et contemporain (MAMCO) in Geneva as head of education programmes as well as a regular lecturer. Since 2004, Loa Haagen Pictet has been responsible for building up Pictet Art Collection of Swiss art from 1805 to present day. Additionally, she initiated in 2011 a collection for The Graduate Institute/Maison de la paix, Geneva. She is also a board member of several museum foundations and chair of the International Association of Corporate Collections of Contemporary Art (IACCCA) since 2014.

MARK COETZEE | EXECUTIVE DIRECTOR & CHIEF CURATOR
[Zeitz Museum of Contemporary Art Africa \(Zeitz MOCAA\), Cape Town, South Africa](#)

Mark Coetzee is currently Executive Director and Chief Curator, Zeitz Museum of Contemporary Art Africa (Cape Town, South Africa, 2013 - present) which he helped found in 2013; Chair, Art in Public Places Programme at the V&A Waterfront (Cape Town, South Africa, 2013 - present); and Director, Curatorial Training Programme (Cape Town, South Africa, 2013 - present). Past positions include: Curator, Zeitz Collection (Switzerland, 2009 - 2013); Cultural Specialist, Zeitz Foundation (Kenya, 2009 - 2013); Visiting Professor, New World School of the Arts, University of Florida (Miami, USA, 2009 - 2016); International Advisory Council and Adjunct Curator at the Laumeier Sculpture Park (St. Louis, USA, 2013 - 2017); Program Director, PUMAVision and Chief Curator, PUMA.Creative (Herzogenaurach, Germany, 2009 - 2013); Selection Committee, PPR Foundation for Women's Dignity and Rights, (Paris, France, 2011 - 2012); Director of both the Contemporary Arts Foundation and the Rubell Family Collection (Miami, USA, 2000 - 2009); Adjunct Curator, Palm Springs Art Museum (USA, 2008 - 2009); Adjunct Faculty Member, New World School of the Arts; Co-Director, New World School of the Arts Honors Program; and Director, Curatorial Training Program (Miami, USA, 2001 - 2009). He is a recognized artist in his own right as well an art historian and writer. Coetzee has published extensively on art, writing for journals including the Huffington Post, Mail & Guardian, Revue Noire and the Sunday Independent, and written over 30 monograph catalogs on various artists. His latest publications include monographs on Hernan Bas, Keith Haring, Eberhard Havekost, and John Stezaker. Coetzee studied at the University of Stellenbosch, the University of Cape Town, and the University of Paris-Sorbonne.

STEVE WILSON | FOUNDER
[21c Museum Hotels, Louisville, USA](#)

Together with his wife, Laura Lee Brown, Steve Wilson is the creative force behind 21c Museum Hotels. He's found success by using his passion and intuition as a guide in hospitality, farming, preservation, philanthropy, investing and collecting contemporary art. Aiming to engage the public with art in a new way, Wilson and Brown converted vacant buildings into an interactive museum, boutique hotel and restaurant. Today, 21c Museum Hotels has expanded into seven cities, a multi-venue museum with more than 70,500 square feet of exhibition space. Much of the art exhibited at 21c Museum Hotels draws from the couple's personal collection of more than 3,000 works. Though their tastes in art differ, their approaches are the same: never buying for investment, but rather for the love of the work. As Chairman of 21c Museum Hotels, Steve is focused on ensuring the original vision of 21c Museum Hotels is translated into each project through art, architecture, hospitality, and food. Under his leadership, 21c was launched into the national spotlight, and the brand has sustained a tremendous growth trajectory. Prior to founding 21c, Wilson's public sector career included work for the administrations of four Kentucky governors. He remains an active member of Louisville's civic community, as well as the national arts community. Wilson serves on the National Committee of the Whitney Museum, the Kentucky Horse Park Board of Directors and is a founding member and past President of the Kentucky Museum of Art and Craft.

ANNAMARIA BERSANI | DIRECTOR
[Alserkal Cultural Foundation, Dubai, UAE](#)

Annamaria Bersani, is the Director of Alserkal Cultural Foundation, Dubai, a part of the Alserkal Group since 2014. With over 30 years of experience in renovation and transition of historical buildings combined with expertise in art curatorial, design, business development and promoting artists, Ms Annamaria is responsible for running the foundation which aims in promoting, supporting & delivering voices of emerging artists , designer, innovators and creative minds based in the region. She acquired Masters of Architecture from Politecnico, Milano Italy and founded Arte Bersani- Finale Ligure, - an art gallery, in Italy along with her father in 1991 and a member of the National Order of Architects, Italy since 1996. Having worked for Opera Gallery, DIFC Dubai as a General Manager, Ms. Annamaria was responsible for sales force management of the gallery, Marketing & PR plans and organization of various exhibitions and events in coordination with Art & Design fairs.

SANNE TEN BRINK | HEAD CURATOR ART MANAGEMENT
[ING Bank, Amsterdam, Netherlands](#)

Sanne (1979) works at ING Art Management since 2005 Before that, she worked in New York at the James Goodman Gallery and the PSI Contemporary Art Center (affiliate of the MoMA). After studying in Spain at the University of Modern Languages in Granada, she acquired a degree in 'Roman Languages and Culture' and 'Art and Art Policy' at the University of Groningen. As Head curator and team manager, Sanne is responsible for the development of ING Group's global art collection and policy. The collection stands for change and innovation and helps foster this culture within ING. As a result, Ten Brink is very interested in working with young, experimental and emerging artists. A great example of this is her initiation of the ING UNSEEN Talent Award, an incentive award to empower young talented photographers. Over the years, she has gained substantial experience curating exhibitions and managing the link with the ING businesses worldwide. She promotes the cultural involvement of ING, maintains contacts with museums and cultural institutions. Furthermore, she advises clients on buying and selling art, on estate planning and on the management and preservation of art. She has also gained a deeper understanding of giving something back to society through art commissions, acquisitions and the support of young talent.

PHILIPPE MÉAILLE | FOUNDER & PRESIDENT
[Château de Montsoreau-Museum of Contemporary Art, Montsoreau, France](#)

Philippe Méaille is the son of two art collectors. He studies chemistry at the René Descartes University in Paris, where he attends as often as he can libraries and art galleries. He subsequently built his first library. His meeting with important booksellers such as Marc Martin-Malburet let him understand what was at stake with the art object. He begins his collection with Video Artist such as Nam June Paik, and come quickly to Minimal and Conceptual Art. In the mid 90s he decides to focus the collection on the works of Art & Language and become the most important buyer of their works in a depressed art market. At the end of 90s, he meets the artists of Art & Language and understands the obligation he has for his collection to become public. Bernard Ceysson then Director of the MUDAM (Museum of Modern Art Luxembourg) is interested in hosting the collection. This project is completely abandoned in 1999. In 2007, Corinne Diserens who was building MUSEION in Bolzano decide to have the collection on long term loan for the museum, but this project is also abandoned in 2008 next after the opening. The Philippe Méaille Collection is on long term loan at MACBA Barcelona since 2010. Since 2016 Philippe Méaille is the founder and President of the Château de Montsoreau-Museum of Contemporary Art.

NICK BETNEY | FOUNDER & MANAGING DIRECTOR
[ARTZU Projects, Manchester, UK](#)

Founder and Managing Director of ARTZU Projects, with 20 years experience of developing and directing leading contemporary art projects in the UK, Middle East and Central Asia. These have included major retail, residential and hotel developments. Nick has art consultancy experience gained in projects undertaken for both the corporate and public sector. He has particular expertise in leading creative projects and managing the art commissioning process. ARTZU Gallery has steadily grown to become one of the leading contemporary art galleries in the UK, and Nick has been the main driving force in this evolution. He has developed an expanding portfolio of professional artists and collectively they form the basis of the creative team behind the company. Nick has successfully led on more than 20 large scale commercial projects. Clients include Emaar Properties, Atkins, Benoy, EY, Addleshaw Goddard, Bang & Olufsen, First Gulf Bank.

BASEL DALLOUL | CHAIRMAN & CEO
[NOOR Group, Cairo, Egypt](#)
Founder of the Dalloul Art Foundation

Basel Dalloul Founded the Dalloul Art Foundation in 2017 to manage and promote his father's (Dr. Ramzi Dalloul) vast collection of modern and contemporary Arab art. At over 4000 pieces it is the largest collection of it's kind in private hands. The collection includes but is not limited to paintings, photography, sculpture, video and mixed media art. Basel has had a passion for art since he was very young, inspired by both his mother and father, both of whom are also passionate about art in all its forms.

Basel Dalloul founded NOOR Group in 2000 in response to the Egyptian government's announced goal of becoming the hub of the information technology (IT) industry in the Middle East. As Chairman and CEO, he has set the overall direction of NOOR, introducing the most comprehensive information technology and Internet-related services in the MENA region and changing the ground rules for Internet access, service, speed, and reliability in both the consumer and business marketplaces. In launching NOOR, he has brought the first region-wide, full-service IT development program to the area. Basel introduced countrywide internet service throughout Egypt in late 2001 by introducing a very innovative idea called the "Free Internet" where for the same price of a local call ANY Egyptian citizen with a phone line, a modem and computer could access the internet through the prevalent dial-up service at that time. He did not stop there, he also introduced the concept of unbundling voice and data over the same phone line to provide the then nascent xDSL Broadband service to Egypt and the region. Through NOOR Basel built one of the most advanced, and first Multi-Packet Label Switching (MPLS) in the region, along with the region's first Tier 4 Data Center, to provide Internet, telephony and video services, not only to consumers, but also to very demanding Enterprise customers. In 2008/2009 NOOR built the first Next Generation IP Network (NGN) in Egypt.

Today NOOR boasts one of the most powerful and redundant Networks in the Region, with over 500 points of presence in Egypt alone and reach to over 137 countries worldwide through a very sophisticated web of cable and Telco partnerships. Today Basel has his eyes on Africa and the rest of the Middle East region, building partnerships through mergers and acquisitions to create a data communications juggernaut. A visionary, successful entrepreneur, and widely recognized authority in the emerging digital economy, Basel saw the IT revolution coming and founded Magnet Interactive Group, Inc. in the United States in 1989. Under his direction, the company pioneered new technologies and applications for the Internet and for interactive multi-media in such critical areas as interface design and multi-media integration. During the 1990s Magnet became one of the most respected and successful interactive multi-media companies in the United States, with offices in Washington, DC and Los Angeles, CA and approximately 400 employees.

Magnet's more than 200 national and international awards attest to its leadership in setting high levels of quality standards and programmatic versatility within the young industry. Prolific in its portal development throughout the business sector, Magnet provided multi-media services and Web solutions to some of the most admired corporations and organizations in the world, including Microsoft Network, America Online, Prodigy, IBM, Mercedes-Benz North America, Nissan, Harvard Business School, Eastman Kodak, DuPont, Merck, Bayer, General Foods, Pillsbury, Kellogg's, M&M/Mars, PaineWebber, Wells Fargo Bank, Citibank, Bank of America, Twentieth-Century Fox, MCA/Universal Studios, Discovery Network, Univision, Time-Warner, Time-Life Books, National Geographic, The Vatican, and SABIC (Saudi Basic Industries Corporation), and others.

Basel was instrumental in establishing industry-wide alliances and strategic partnerships in the US's fledgling multi-media industry throughout the 1990s, bringing together such companies as Akamai Technologies, Andersen Consulting, Macromedia, Microsoft, Netscape, Twentieth-Century Fox Home Entertainment, and media conglomerate WPP. He has continued this strategy with NOOR, bringing together such global technology powerhouses as Cisco Systems, Juniper, Paradyne, IBM, Microsoft, NCR, and Sun Microsystems to build the Middle East's most extensive IT infrastructure from the ground up.

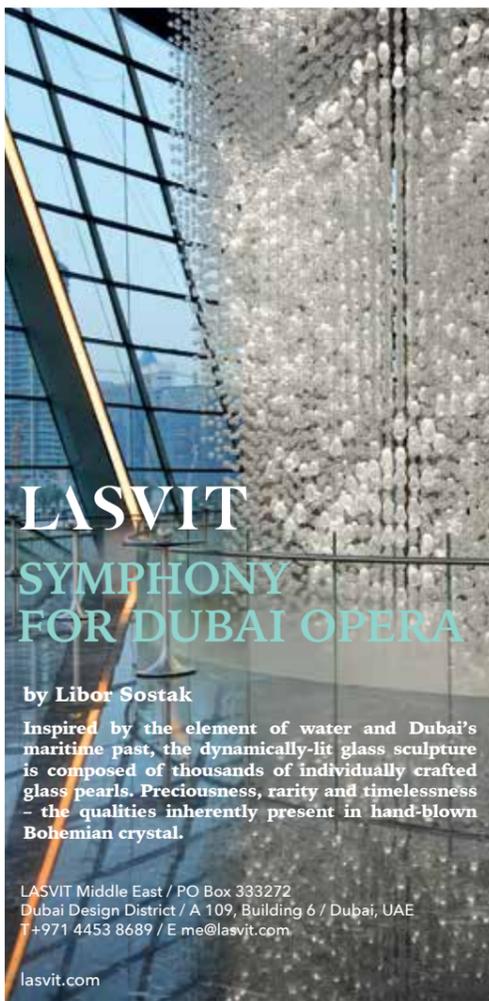
He holds a Bachelor of Science in finance from American University and a Juris Doctor and MBA from Georgetown University, both in Washington, DC. Basel also studied electrical engineering and computer science at Rice University in Houston, TX, and undertook comparative studies of American and British common law and procedural law at Oxford University in England. He co-taught a course in entertainment law and the Internet at Georgetown University Law Center and is a frequent speaker and seminar leader at IT conferences worldwide. His personal interests have involved him as a member of the American University Board of Trustees; the President's Council; the Board of Trustees of the Washington Hospital For Women, the advisory council for RIF (Reading Is Fundamental), the advisory council of the Best Buddies Foundation, and the Board of Directors of the Duke Ellington School for the Performing Arts.

DEBORAH NAJAR | CO-FOUNDER
[Jean-Paul Najar Foundation, Dubai, UAE](#)
[Director of the Global Private Museum Network](#)

Deborah is the Director of the JPNF (Jean-Paul Najar Foundation), a museum for Contemporary Art located in Dubai's Alserkal Avenue. Prior to this, she was the Middle East Representative for Bonhams, and before the General Manager of De Beers Middle East. Deborah sits on the board of the Gstaad New Year's Music Festival and heads up the Global Private Museum Network. A French National, she arrived in Dubai in 2004, is a graduate of the London School of Economics, and speaks four languages.

VALERIA MARIANI | HEAD OF PROJECTS
[Crossway Foundation, London, UK](#)

Valeria is a cultural arts professional working internationally in the non-profit sector. She holds a degree in Arabic and Spanish from the University of Edinburgh and has a deep knowledge of the Middle East, having lived and studied in both Syria and Jordan and travelled extensively around the region. Valeria has been working with emerging artists from the Middle East for the Crossway Foundation since joining the organisation in early 2011, alongside consulting for its associate organisations Edge of Arabia and Culturrunners.



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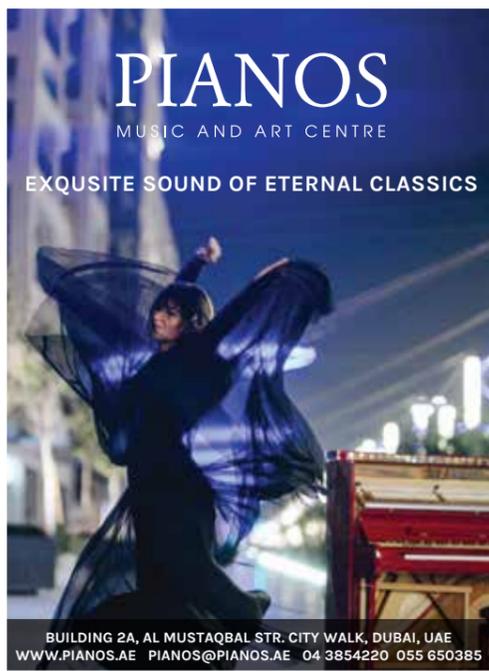
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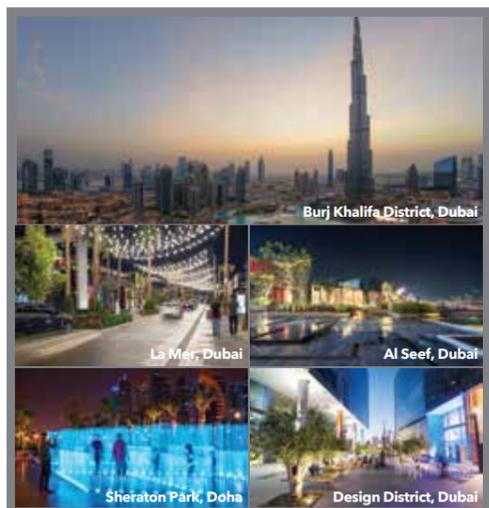


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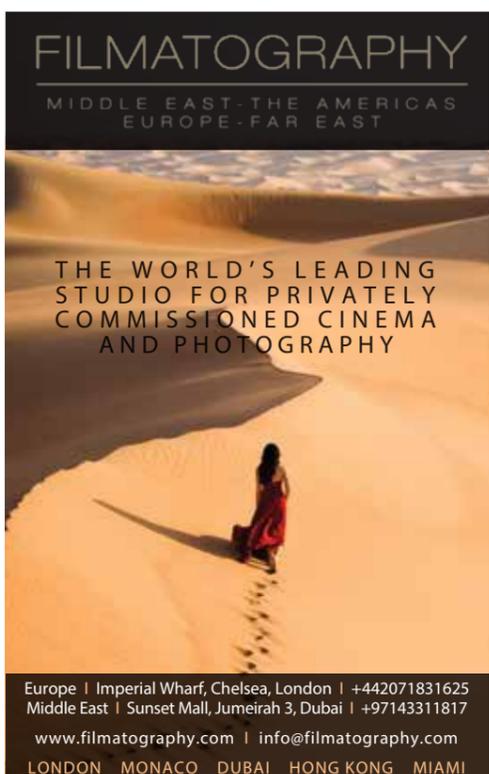
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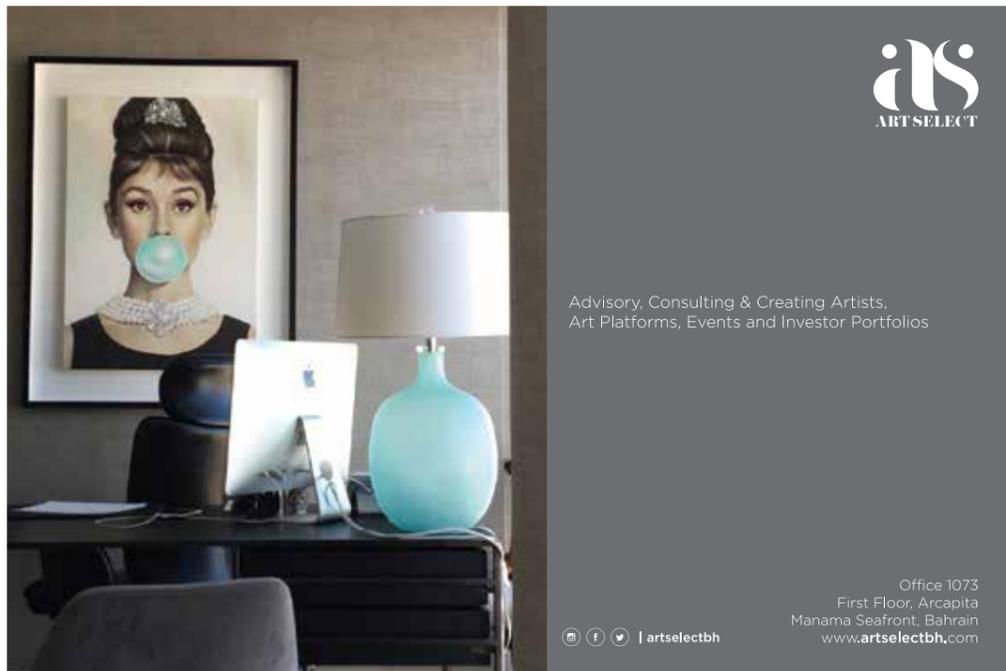
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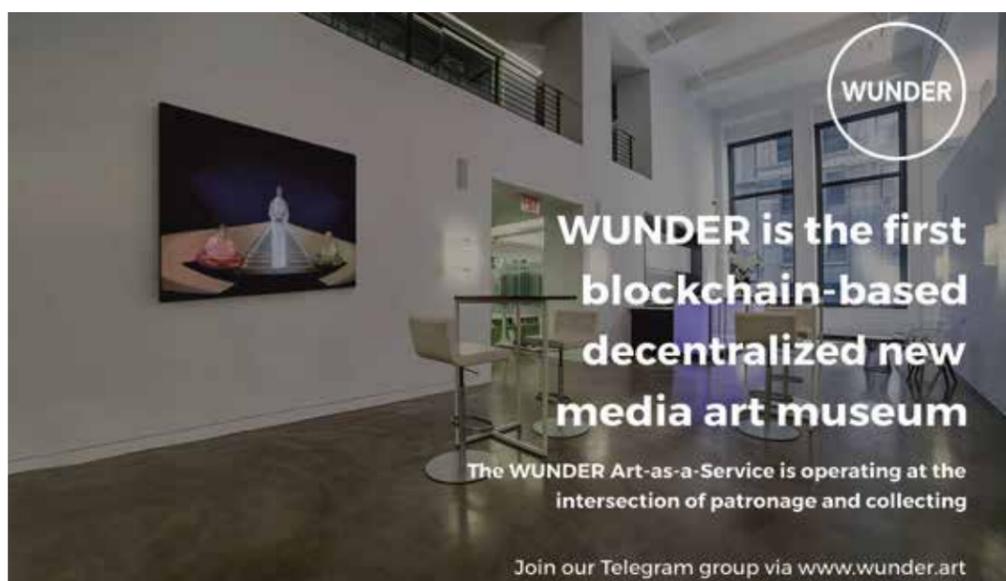
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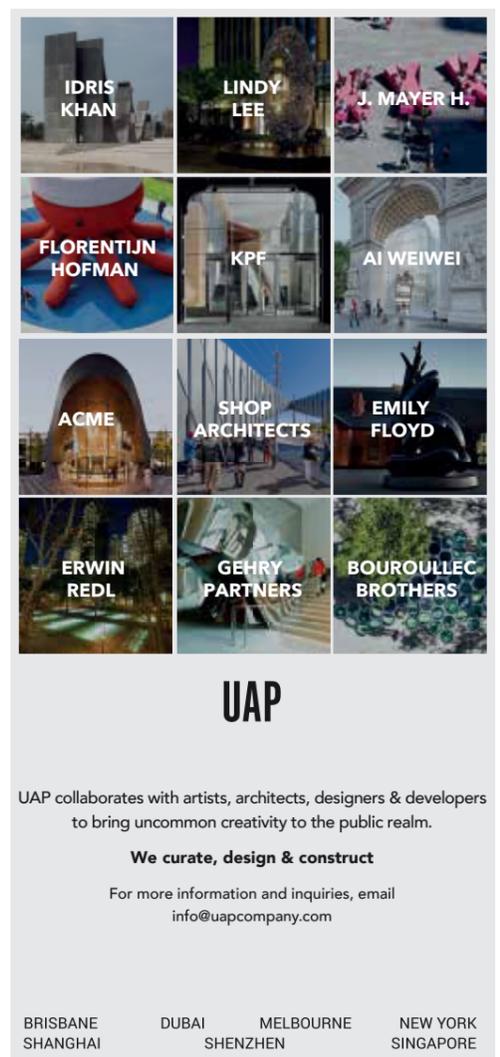


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