

## The Economics of Art: Managing Events or Being Managed by Them?

The event is a collaboration between ASK Center - Art, Science and Knowledge at Università Bocconi, Milan, and Sabancı University, Istanbul. It is part of the ISEA2011 Istanbul pre-symposium events with the support of the Leonardo Electronic Almanac and will be hosted by Kasa Gallery, Thursday April 8, 2010.

Speakers will be: Stefano Baia Curioni, Vice President of the ASK, Paola Dubini, Director of the ASK research center; Ilaria Morganti; Massimiliano Nuccio and Laura Forti researchers at the Center and a group of international students of the master course in Economics and Management of Arts Culture Media and Entertainment (ACME) at Università Bocconi; Dr. Banu Karaca, Lecturer in Art Management at Sabancı University. The event is chaired by Paola Dubini and Lanfranco Aceti. The symposium will conclude with an address by Prof. Mehmet Bac, Dean of the Faculty of Arts and Social Sciences at Sabancı University.

This one day symposium and poster display event will offer the opportunity to meet staff and students from the ASK Research Center at Bocconi University. The event will provide a platform to establish synergies and to discuss the role that contemporary art and the creative industries play in contemporary economies.

This meet and greet event is based on the opportunity of networking and developing an understanding of the contemporary management of artistic practices. It will be based on a series of individual and/or institutional posters displays. Local artists, cultural operators, musicians, arts managers and international visitors are invited to join in.

### Program

**11:00am to 1:00pm ART MARKET** meeting and greeting (interviews, personal discussions, networking, ten physical posters displays from artist run organizations, artists and curators, slideshow presentations of artists' work, galleries and cultural organizations). The event will be characterized by informal discussions on best practices for national and international collaborations in the context of ISEA2011 Istanbul, festivals, world biennales and cultural synergies.

**1pm to 2:30pm LUNCH BREAK** a quick lunch during which emerging artists will present and discuss their work.

**2:30 to 3:30pm DOES ART MAKE MONEY SENSE?** The seminar will consist of a performative element with an audience led critical discussion. The seminar will analyze the function of contemporary fine art by questioning the role of art and culture in building new 'worlds' and identities. Are the arts only acting as a branding and their recognized value is only functional to the cultural institutional policies of regeneration? Which audience is being reached by contemporary artworks and are the artistic forms of social representation promoting a process of visual social engagement that moves beyond that of gentrification?

**3:30 - 4:30** Conclusions

### Invitation to participation

The session is opened and in a truly collaborative spirit we would welcome proposals for Poster Displays and networking from all galleries, arts organizations and artists – emergent and non – present in Istanbul.

To participate get in touch with us letting us know if you wish to participate with the following:

- 1) a **PowerPoint presentation** of 5 to 10 slides on a loop that describe with images (.jpg) and text you and/or your organization's artistic practice. The PowerPoint presentation will be on a loop and will be displayed continuously during the event. Files accepted are PowerPoint extension .ppt only.
- 2) a **physical poster display** within which you will arrange fliers, posters, sketches, photographs, collages, institutional records, artworks on paper or any other physically suitable material to the display that describes your gallery, art practice, curatorial practice, future mapping or simply intentions of you and/or your organization. Feel free to be as creative as you wish.



## Poster Display Instructions to Participants

ASK Center - Art, Science and Knowledge at Università Bocconi, Milan, and Sabanci University together with ISEA2011 Istanbul and Leonardo Electronic Almanac Projects (LEAP) invite abstract submissions for Poster Sessions at **The Economics of Art**, an event hosted and supported by KASA Gallery. Any artists, curator, cultural operator, gallery or institutional organization may submit an abstract.

Poster Displays are presentations displayed on poster boards by an individual or organization for small groups. The poster display usually includes a brief narrative paper mixed with illustrations, drawings, tables, graphs, future maps, flyers, brochures, posters, small objects and other presentation formats. The Poster Display can intelligently and concisely communicate the essence of the presenter's artistic drive, synthesizing its main ideas and directions. (Useful general information on Poster Sessions and their display is available at <http://writing.colostate.edu/guides/speaking/poster.>)

Poster Displays offer excellent opportunities for extended informal discussion and conversation focused on topics of scholarly or pedagogical research. Posters are displayed for the duration of the conference, so that interested persons can view the work and engage with the presenter.

The abstract and PowerPoint presentations (files no larger than 9 megabytes) should be submitted to [ISEA2011@sabanciuniv.edu](mailto:ISEA2011@sabanciuniv.edu) no later than April 6, 2010. An International Committee, composed of curators, artists and arts manager, will select Poster Displays based on individual merit and space availability at the conference.

The following information is required:

1. Title of Poster Display
2. Summary of project, not to exceed 250 words and a brief description of you and/or your organization
3. Name of presenter(s) and affiliation(s)
4. URL (maximum 5) of you and/or your organization
5. Complete mailing address and telephone number
6. Email address

Displays must be assembled by 10:00 AM on Thursday, April 8 2010, and cleared by 6:00 PM on the same day.

Poster Displays, networking and discussion will happen throughout the day. During this time, presenters can stand by the poster displays while others view the display and interact with the presenters.

Each presenter is assigned a poster area in Kasa Gallery. The dimensions of these 'boards' are: width 259cm x height 165cm. They are made of wire chicken fence (see the image on page 4). There is also a small ledge in marble of the depth of 51cm that can accommodate a laptop, a radio or other installation material.

Please bring with you magnetic tacks to attach poster components to the wire, threads, ribbons or any other suitable item you may think of. Materials you present must be easily read at a distance of four feet. Please include the title of the presentation and the name of the author(s) and his or her affiliation(s). Feel free to be creative in your approach to the display.

Dimensions:\*

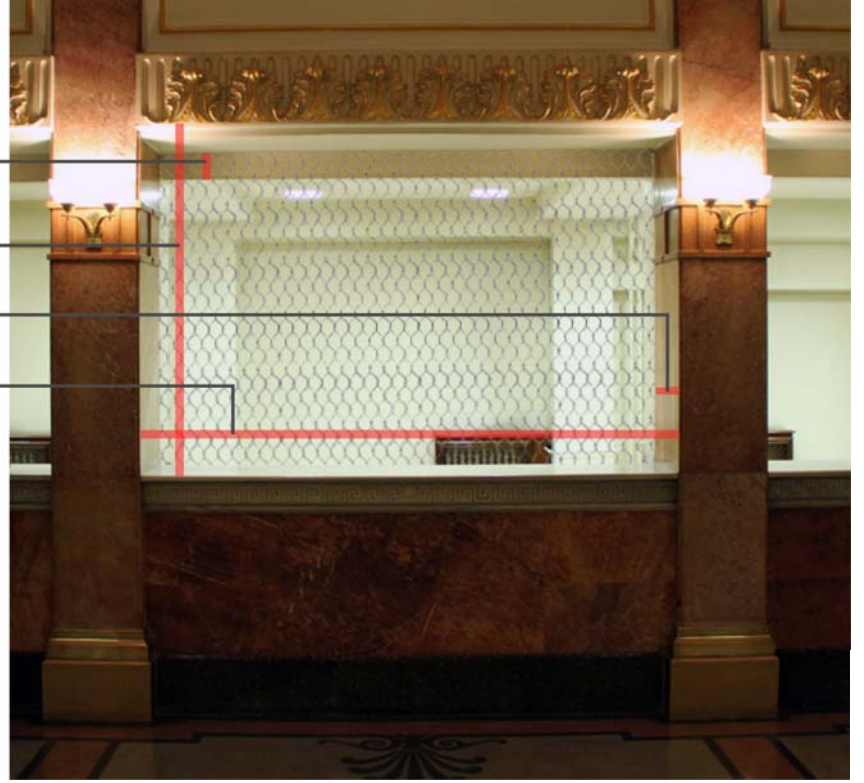
Height of the extra section: 14

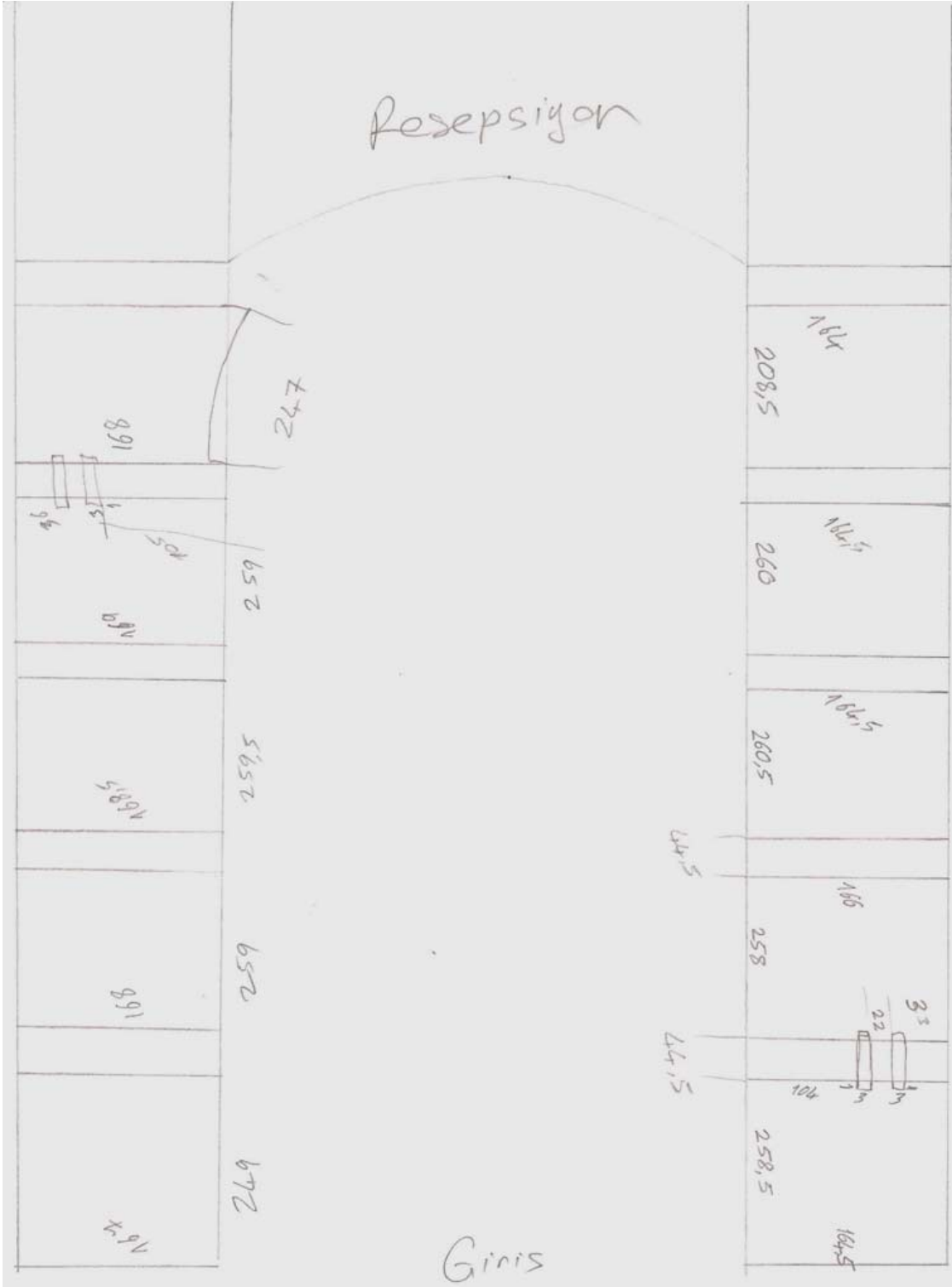
Height of the opening: 165

Depth of the opening: 51

Width of the opening: 259

\* All measurements are in cm.





Plan of Kasa Gallery, ground floor, with 10 poster boards spaces.