



ENCATC Meeting on Evaluation

Impact of Art Fairs on Regional-Local Level

Maastricht, 12-14 March 2020
DRAFT PROGRAMME

12 March 2020		
Start	End	Programme Details
Venue: Centrummanagement Maastricht, Vrijthof 23, 6211 LE Maastricht, The Netherlands		
13:00	14:00	Networking lunch / Registration
14:00	14:10	Welcome, GiannaLia Cogliandro Beyens , ENCATC Secretary General
14:10	14:30	Welcome and introduction to the Centrummanagement and Cultura Mosae and its activities Paul ten Haaf , Director, Centrummanagement and Cultura Mosae organisations, The Netherlands
14:30	15:30	Guided Walk in Maastricht's historical centre Yelena Kharitonova , Founder of Caravan Culture CreArt Agency, The Netherlands
Venue: House of Parliament, Province of Limburg, Limburglaan 10, 6229 GA Maastricht, Netherlands		
15:30	17:00	The Cultural paragraphs of the Maastricht Treaty and its implications
17:00	18:00	Art Tour through the building of the House of Parliament, the historical place of the Maastricht Treaty's signing, and the art collection of the Province House of Limburg featuring local art from Limburg's artists Eric Lemmens , King's Commissioner in the province of Limburg, responsible for cross border cooperation, The Netherlands
18:30	21:30	56th ENCATC CULTURAL HAPPY HOUR at the Stichting Restauratie Atelier Limburg – or SRAL for short - is a leading institute specialised in the conservation and restoration of paintings, sculptures, modern and contemporary artworks and historic interiors. Art & Finance report: a closer look at the growing Art & Finance industry By Adriano Picinati di Torcello , Director, Advisory & Consulting, Global Art & Finance Coordinator, Deloitte Luxembourg Debate with the public animated by GiannaLia Cogliandro Beyens , ENCATC Secretary General

13 March 2020

Venue: TBC

Start	End	Programme Details
09:15	09:50	Registration
09:50	10:00	Welcome words and introduction of the programme for the day GiannaLia Cogliandro Beyens , ENCATC Secretary General
10:00	10:30	The impact of Art Fairs in Europe and beyond: An introduction to their recent histories including a brief overview of current academic research Stephanie Dieckvoss , Senior Lecturer Course Director MA Art Market & Appraisal, Kingston University, United Kingdom
10:30	13:00	PART I: CASE STUDIES PRESENTATIONS FROM THE ACADEMIC FIELDS Moderation and animation of the debate with the public: Annick Schramme , Academic Director of Master Cultural Management and Leadership in Culture, University of Antwerp, Antwerp Management School, Belgium ART COLOGNE: The first art fair for modern and contemporary art between globalisation and localisation (1967-97) Nadine Oberste-Hetbleck , Junior Professor, University of Cologne, Germany TEFAF AND THE CITY: cultural participation and the social value of culture in Maastricht Joop de Jong , Professor of Faculty of Arts and Social Science of Maastricht University, The Netherlands ARCOmadrid – ARCOLisboa: from global to local Adelaide Duarte , Researcher and Assistant Professor, Institute of Art History, School of Social Sciences and Humanities, Universidade NOVA de Lisboa Art Fair in the 21st century and their role in the Global Art market scene Sofia Evangelou , Space Manager, The Intermission, Belgium Strategies of art fairs: how to merge in mainland China? Simeng Chang , Research Assistant – Accounting, Finance and Law, Burgundy School of Business, France
13:00	14:30	Lunch / networking time (at participants' own expense)
14:30	16:00	PART II: CASE STUDY PRESENTATIONS FROM FAIRS STAKEHOLDERS The impact of culture for the local development: overview of policy developments Maciej Hofman , Policy Officer, DG EAC, European Commission (tbc) THE IMPACT OF TEFAF FAIR IN THE CITY OF MAASTRICHT Representative from the Team Economy of Culture, Maastricht Municipality, The Netherlands PLANNING, EVALUATION AND OUTCOMES OF ART EVENTS: "LET'S GO DUTCH DESIGN!" Mary-Ann Schreurs , Strategic Advisor Innovate. City, Former Elderman for Design, Culture & Innovation of Eindhoven City, the Netherlands, European Innovation Partnership on Smart Cities and Communities
16:00	16:30	Discussion with the public moderated by Yelena Kharitonova , Founder of Caravan Culture CreArt Agency, The Netherlands
16:30	17:00	Networking Coffee

Venue: Thiessen winery, Grote Gracht 18, 6211 SW Maastricht, Netherlands		
18:00	19:30	Art Lovers Talks animated by Yelena Kharitonova , Founder of Caravan Culture CreArt Agency, The Netherlands
14 March 2020 (OPTIONAL DAY)		
Venue: MECC, Forum 100		
Start	End	Programme Details
11:00	17:00	Visit to the TEFAF (tickets not included) This day's programme is in development and negotiation for tickets. Stay tuned on the website for more information as it becomes available.

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