

Art | 35 | Basel

Art | Basel | Conversations

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WELCOME TO ART BASEL CONVERSATIONS

Ladies and gentlemen, dear art lovers,

We are delighted to welcome you to Art Basel Conversations, organized for the first time in cooperation with Bvlgari. Jointly, we aim to create a new forum for the international art world. It offers privileged access to first-hand information on aspects of art-collecting by facilitating direct encounters with leading art-world personalities. The Conversations encourage the exchange of ideas through a series of platform discussions, further enriched by personal contact with the speakers. The themes of Art Basel Conversations focus on collecting and exhibiting art today. Distinguished art collectors, museum directors, biennial curators, prominent artists, architects, publishers, sponsors, and celebrities will take part. They present their current and upcoming projects and report on their experiences and comment on the challenges they face, providing an insider's view and opening up an opportunity for dynamic and inspiring dialog.

Developing and introducing new forms of communication in the art world is an integral part of the Art Basel Conversations concept. Therefore we are closely working with innovative thinkers, connectors, conference organizers, and panel moderators. We are most grateful to Art Basel Conversations spiritus rector Hans Ulrich Obrist, Paris, who will also serve on the new advisory board together with Isabela Mora, Madrid, and James Rondeau, Chicago. We would especially like to thank all the participating speakers, which include many of the art world's most influential insiders. We consider their participation a great honor. *Merci* to Maria Finders and everybody who has helped to coordinate Art Basel Conversations in record time. The cooperation with our partner Bvlgari has been a wonderful and inspiring experience. Only thanks to Bvlgari's commitment to contemporary art are we able to invite such unique personalities from around the world as speakers. We also hope all our guests enjoy being hosted for Art Basel Conversations at the luxurious facilities of the Bvlgari

pavilion in Basel. With the exception of the inauguration evening for invited guests, all conversations will be public and free of charge, taking place in the mornings before the opening of the art show.

The publication you hold in hand is the first edition of a series of books on the Art Basel Conversations. It contains a comprehensive program preview with a speakers' directory plus individual speakers' profiles that are offering the speakers an additional platform of expression. In addition you'll find a full transcript of a selection of previous conversations organized during Art Basel Miami Beach. The transcripts of the upcoming conversations in Basel will then be published at the next Art Basel Conversations in Miami.

We hope you will join us for some inspiring conversations in Basel.

Samuel Keller
Director Art Basel

ENGAGING IN CONVERSATIONS WITH ARTISTS AND THE ARTS COMMUNITY

Commitment to art in its finest form is a unique experience. Building a relationship with art and with artists is a source of innovation. But this commitment requires us to understand and to value the origins of a creation. And behind every creation is of course the creator, the one who finds the strength to make it all happen and then to explain it to others, and to make them believe.

Bvlgari's commitment to art, to its creators and to those who reveal it, and who explain it, is perfectly manifest in a new forum, Art Basel Conversations. Together with Art Basel, Bvlgari wanted to develop a serious platform dedicated to the discovery, discussion and debate about the important issues in the art world today and in the future.

As art is a world market, a global link that goes far beyond local boundaries, we will establish a twice-a-year meeting place, at Art Basel and at Art Basel Miami Beach, to extend the scope and the reach of this ongoing conversation.

Every morning, Art Basel Conversations, hosted at the Bvlgari Pavilion, will welcome the public to discover *The Art of Collecting*, *Architecture for Art*, *Public/Private Initiatives* and the *Curator's Circle*. While these topics will frame the debates, voicing their ideas will be some of the most thought-provoking art world personalities, artist, architects, collectors, museum directors, curators, and influencers.

A special publication, that will accompany every event, will offer full details of the program of Art Basel Conversations and the profiles of the people who will bring it to life. This publication is part of a special limited-edition series, reserved only for the guests of Art Basel Conversations and dedicated by Art Basel and Bvlgari to the art-loving public.

We welcome you to join our conversations at Art Basel.

Francesco Trapani
Chief Executive Officer, Bulgari Group



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SHOW MANAGEMENT

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COORDINATION

Curator ABC, Art 35 Basel | **Maria Finders** CH-Basel
 Advisory Board Art Basel Conversations | **Samuel Keller** CH-Basel
Isabela Mora ES-Madrid
Hans Ulrich Obrist FR-Paris
Francesca Zanoni IT-Rome

Art Basel Conversations | MCH Messe Basel AG, CH-4005 Basel
 Phone +41/58-200 20 20, Fax +41/58-206 26 86
 info@ArtBasel.com, www.ArtBasel.com

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Concept Samuel Keller
 Maria Finders

Editorial Board Maria Finders
 Peter Vetsch
 Ursula Diehr

Concept Advisory, Design, Layout and Typesetting
 Müller+Hess, Basel:
 Beat Müller, Wendelin Hess, Maja Siebrecht

Transcripts Rani Hayes
 Copyediting Dr. Ingrid Nina Bell
 Rani Hayes

Production Christine Müller (Hatje Cantz Publishers)
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Art | Basel + e-flux = Art-Agenda

Art-Agenda international – a new global communication platform for galleries. **Art-Agenda** – an information service – is a collaboration between Art Basel, the world's leading art show of modern and contemporary art, and e-flux, the art world's favorite announcement service. **Art-Agenda** is designed to provide timely information on current and upcoming exhibitions at international contemporary art galleries, selected from participating galleries of Art Basel or Art Basel Miami Beach.

Art-Agenda will address the combined audience of Art Basel and e-flux – nearly 40,000 curators, critics, art historians, consultants and collectors from all parts of the world. Our selective digest will offer readers images, press texts and links to many of the most important exhibitions taking place in galleries today. All **Art-Agenda** announcements will be permanently archived on the **Art-Agenda** web site, creating a valuable and free research resource. Drawing on the extensive online experience of e-flux and the connoisseurship acquired over the 35 year history of Art Basel, **Art-Agenda** will become an indispensable source of information for both art lovers and art professionals.

Art-Agenda offers an unprecedented opportunity for participating galleries to reach the most dynamic members of the community of art professionals and collectors worldwide. **Art-Agenda** limits the number of announcements it sends out, ensuring that news from clients using the service are sure to catch the attention of the core of the art world. And, very importantly, **Art-Agenda** is moderately priced: utilizing technology and software developed by e-flux, **Art-Agenda** is able to provide an effective and reliable service at a very reasonable price.

For further information regarding Art-Agenda service, please visit our site or contact:
Sonja Dörig, Tel +41/58-206 22 56, sonja.doerig@artbasel.com, <http://www.Art-Agenda.com>

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The Art Show – Die Kunstmesse

Art 35 Basel, MCH Messe Basel AG, CH-4005 Basel

Fax +41/58-206 26 86, info@ArtBasel.com, www.ArtBasel.com

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