



AGBUARTalks

# Art & Business Symposium

**23-24**

October, 2018

9:30 - 16:00

Yerevan, Armenia

## The Symposium:

The Art & Business Symposium this October 23-24 at AGBU Armenia will consist of two full-days of inspiring presentations and moderated panel discussions with international experts addressing the art market from different perspectives. The conference investigates how to lay the infrastructural groundwork for an art market in Armenia and how to improve access to the global art market by cultivating global know-how. Focus topics include: Private Collecting, Appraisal/Authentication/Provenance, Arts Insurance and Transportation, Technology and the future of trading, as well as Entrepreneurship and Innovation in the Luxury Business. The symposium's audience will include cultural managers/workers, gallery owners, Luxury Business representatives (Hotels, Boutiques), local Banks, and Tourism and Airline agencies.

## The Organizers:

The Art & Business Symposium is co-designed by the Armenian General Benevolent Union (AGBU) and Shaula International in the framework of the International Contemporary Art Exhibition - Armenia 2018 (ICAE 2018). The symposium is part of a rich program of talks and presentations spearheaded by the organisers of the ICAE (Shaula) in order to open dialogue, cultural exchange, and the sharing of best practice in the cultural sector. The ICAE, co-curated by Mazdak Faiznia (Faiznia Family Foundation) and Marina Hakobyan (National Gallery of Armenia) invites over seventy artists from all over the world to exhibit works in Yerevan's top cultural venues from September 25 - October 25, 2018. Among the participating artists are Mona Hatoum, Walid Siti, El Anatsui, Christian Boltanski, Alighiero Boetti, and Etel Adnan to name a few.

### AGBU Armenia

The Armenian General Benevolent Union (AGBU) is the world's largest non-profit organization devoted to upholding the Armenian heritage through educational, cultural and humanitarian programs in Armenia and the diaspora. Through the vision of its leaders and the generous support of devoted donors and members over the years, AGBU has played a significant role in upholding Armenian traditions and values by adapting to the needs of the worldwide community and the demands of the times. Since 1906, AGBU has remained true to one overarching goal: to create a foundation for the prosperity of all Armenians. Headquartered in New York City, AGBU has an active presence in 31 countries and 74 cities and addresses the needs of Armenians with traditional and progressive programs worldwide – from schools, camps and support for the arts to internships, virtual learning and young professional networks.

### Shaula International

Shaula International is a leading strategic consulting and management firm in Armenia and the region. Shaula focuses on the building of institutional relationships and the creation of successful commercial partnerships on behalf of its clients, which include companies, organisations and institutions. Their range of services includes strategic management, legal consulting, fiscal consulting and business strategy across different industries and sectors. Shaula prides its success on the exceptional knowledge of their international business experts in collaboration with in-depth local know-how and widespread familiarity with the local market, within both the private and public sectors.

# Art & Business Symposium

Guest Speakers & International Experts



## Thomai Serdari, PhD

Brand Strategist, Founder & Chief Ideator at Brand (X) Lux  
Adjunct Professor at Stern School of Business (NYU) and Parsons University

- Luxury Branding, Marketing & Strategy
- Entrepreneurship
- Market Trends, Global Market Drivers: Globalisation, Consolidation, Technology

## Israel Stepanian

Fine Art Appraiser at Bravado Fine Arts  
International Society of Appraisers (ISA) Member

- Art Appraisal & Valuation
- Authentication
- Provenance



## Natalia Kochan

Founder at Curenssea

- How technology is changing the way we trade
- Crypto: Currency, Authentication, Security
- Millennial Audience: Trends, Approaches, Behaviour

## Alessia Zorloni, PhD

Of Counsel of the Art Law Practice at CBA Studio Legale e Tributario  
Adjunct Professor at IULM University of Milan

- Art Advisory/Consultancy/Finance in Art
- Legal Services/Wealth Management
- Private Collections Worldwide



## Simone Strummiello

Director & Member of Aon EMEA Fine Art Executive Committee, AON Insurance

- Insurance in Fine Arts & Luxury
- Client relations
- International markets

## Gianlorenzo Pignatti

Independent Art Conservator  
Technical Consultant at Arterativa S.r.l.

- Art Conservation & Packaging
- Transportation of precious objects
- Art Handling



## Chouchane Dourian

Art broker/business provider  
Contributor at Coutau-Bégarie auction house, Paris

- Dynamics & Relations at Auction
- History & Legacy of the market
- Steps towards shaping an Auction culture in Armenia

### DAY 1: October 23, 2018

**9:30 - 10:00** Registration Check-in

**10:00 - 10:30** Opening Remarks & Program Overview

**10:30 - 11:30** **Opening Keynote Speaker:** Thomai Serdari PhD, Brand Strategist  
“Innovation and Entrepreneurship in the Luxury Sector: Current market trends and a practical strategy for reaching international markets”

**11:30 - 11:45** Networking Coffee Break

**11:45 - 12:15** **Guest speaker:** Israel Stepanian, Bravado Fine Arts Appraisal  
“Art Appraisal: Provenance, Authentication, and Valuation”

**12:15 - 12:45** **Guest speaker:** Alessia Zorloni, Of Counsel of the Art Law Practice at CBA Studio Legale e Tributario  
“Art Wealth Management and the Administration of Private Collections”

**12:45 - 13:15** **Guest speaker:** Simone Strummiello, Director & Member of Aon EMEA Fine Art Executive Committee, Aon Insurance  
“The Art of insuring Art: how fine arts insurance works”

**13:15 - 14:00** Networking Luncheon

**14:00 - 14:30** **Guest speaker:** Noushig Mikayelian “GALA Art: The Gallery Experience in Armenia”

**14:30 - 15:30** **PANEL 1:** “Creating Value: Understanding the Economic, Cultural and Social Value of Art”

#### Participants:

Thomai Serdari, Brand Strategist at Brand (X) Lux  
Alessia Zorloni, Of Counsel of the Art Law Practice at CBA Studio Legale e Tributario  
Israel Stepanian, Bravado Fine Arts Appraisal  
Noushig Mikayelian, GALA ART Gallery  
Simone Strummiello, Aon insurance

**Moderated by** Aramazt Kalayjian, Multimedia Artist and Visual Branding Professional

### DAY 2: October 24, 2018

**9:30 - 10:00** Registration Check-in

**10:00 - 10:15** Opening Remarks, Previous Day's Overview & Upcoming Program

**10:15 - 10:45** **Guest Speaker:** Natalia Kochan, Founder at curenssea.com  
“Beyond Blockchain: Digital Platforms, Payments & Intellectual Property”

**10:45 - 11:15** **Guest Speaker:** Chouchane Dourian, Art broker/business provider  
Contributor at Coutau-Bégarie Auction House, Paris  
“An insider's view of the Auction House”

**11:15 - 11:45** **Guest speaker:** Gianlorenzo Pignatti Morano, Independent Art Conservator  
Technical Consultant at Arternativa S.r.l.  
“Art Conservation, Handling and Logistics”

**12:00 - 12:45** Networking Luncheon

**12:45 - 13:10 Presentation:** "The Armenia Art Fair 2018: Objectives, Findings and Response"  
by Eva Khachatryan, Armenia Art Fair Content & Curatorial Manager

**13:15 - 14:30 PANEL 2:** "Globalization: Emerging Markets & Shifting Trends"

**Speakers:**

Natalia Kochan, curenssea.com  
Chouchane Dourian, Coutau-Bégarie  
Gianlorenzo Pignatti Morano, Arternativa  
Eva Khachatryan, Independent Curator

**Moderated by** Anna Gargarian, Independent Curator & Head of AGBU Exhibitions

**14:30 - 14:45** Coffee Break

**14:45 - 16:00 PANEL 3:** "Cooperation as a way to boost the Art Economy"

**Participants:**

Thomai Serdari, Brand Strategist Brand (X) Lux  
Alessia Zorloni, Of Counsel of the Art Law Practice at CBA Studio  
Legale e Tributario  
Israel Stepanian, Bravado Fine Arts Appraisal  
Lilia Planjian, AGBU Armenia Outreach Director  
Fabio Lenzi, Chief Executive Officer of Shaula International

**Moderated by** Jacqueline Karaasalnain, Co-Founder of Learning-Learning-Architects  
Consulting, Boston

## GUEST SPEAKERS



Thomai  
Serdari

Brand Strategist,  
Brand (X) Lux



Israel  
Stepanian

Fine Art  
Appraiser



Natalia  
Kochan

Innovator in Digital  
Art Platforms



Alessia  
Zorloni

Of Counsel at CBA  
Studio Legale



Simone  
Strummiello

Director at  
Aon Art Insurance



Gianlorenzo  
Pignatti Morano

Art Conservator & Handling  
Consultant



Noushig  
Mikayelian

Gallerist & Dealer at  
GALA Art Gallery



Eva  
Khachatryan

Independent Curator, Content Manager  
at Armenia Art Fair



Chouchane  
Dourian

Art Broker, Contributor at  
Coutau-Bégarie Auction House



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