UNFOLD ART XCHANGE

19 - 22 MARCH 2018
DUBAI | UAE

GALLERY PARTNER:
LEO GALLERY

SPONSORS:

THE LEADING MULTICULTURAL ART XCHANGE FOR GOVERNMENTS, CORPORATIONS & INDIVIDUALS
Conjoining the world of art with architecture, culture, business and finance, UNFOLD ART XCHANGE entices the world’s premier spatial design firms, property developers, hotel operators, government agencies, public art agencies, private banks and financial institutions with insights, opportunities and new partnerships as well as attracts the world’s leading corporate collectors, private and public institutions through a series of Art Talks over the course of four days.

UNFOLD ART XCHANGE will uncover the importance of art in architectural excellence, discuss critical issues on the positive bottom-line economic impact art has on real estate and hospitality assets to help drive tourism, maximize property values, attract affluent travellers and stimulate the country’s economy as well as the integral role corporate art collection plays in shaping a corporation’s brand identity and generally contributing to the preservation of emerging cultural heritage.

Our Art Talks program that will coincide with Dubai Art Week and Art Dubai has been carefully curated to achieve the following goals that are in direct alignment with the UAE Vision 2021 in building a knowledge economy in the arts and culture space:

- **SUPPORT** the UAE’s vision to become the leading global arts and culture hub.
- **PROMOTE** the arts and culture scene across Dubai, Abu Dhabi and Sharjah.
- **ESTABLISH** the UAE as a vibrant, global Arabian metropolis that shapes arts and culture in the region and across the globe.
- **BOOST** the UAE’s global cultural presence with the opening of one of the world’s most anticipated cultural attractions, Louvre Abu Dhabi.
- **DRIVE** UAE’s tourism landscape and enhance UAE’s international profile and reputation by gathering dignitaries, real estate developers, hoteliers, institutions, financiers, galleries, curators, artists, collectors and museums from across the globe in Dubai.

The UAE is in the midst of a magnificent cultural development drive. The opening of the Dubai Opera in September 2016 signalled a new era for performing arts in the country, while the recent opening of the Louvre Abu Dhabi in November 2017 marked a major milestone in the development of Saadiyat Island as the emirates premier cultural destination, which will be home to a number of other iconic art institutions, including Guggenheim Abu Dhabi, Zayed National Museum, performing Arts Centre designed by Zaha Hadid and a Maritime Museum designed by architect Tandao Ando.

In combination, these developments reveal UAE’s goal to be at the heart of the Middle East art scene and further reinforces its status as a vibrant platform for education, artistic dialogue and multicultural exchange between local, regional and international art landscape where the world can come together and share ideas and culture.

Dubai’s growing art ecosystem and intersection between different cultures with its location, almost equidistant between important cities in Asia, Europe and Africa, makes it a natural choice to host our inaugural edition.
REAL ESTATE AND HOSPITALITY PROFESSIONALS
CEOs, COOs, CFOs, President, VP, SVPs, Directors, GMs and senior-level management
- Real Estate Developers
- Building Owners
- Hotel and Resort Operators and Owners
- Casino Resort Operators and Owners
- Infrastructure Project Managers
- Leisure and Hospitality Developers and Operators

GOVERNMENT AUTHORITIES
Comprising of Local Government, Government Departments, Public Art Agencies, Tourism Authorities
- Ministers and City Mayors
- Director Generals
- Secretary Generals
- Directors of Planning
- Statutory Planning Directors and City Managers
- City Councilors
- City and Town Planners
- Project Directors and Officers
- Commissioners
- Policy Makers

SPATIAL DESIGNERS
Chiefs, Principals, Managing Principals, Directors
- Architectural Firms
- Urban Design Studios
- Interior Design Firms
- Landscape Design Firms

BANKING, FINANCE AND INSURANCE PROFESSIONALS
CEOs, Senior Advisors, Directors and Wealth Managers
- Private Banks
- Financial Institutions
- Private Equity Firms
- Family Offices
- Hedge Funds
- Legal Firms
- Asset and Wealth Management firms
- Insurance companies
- Art Advisory and Consulting Firms
- Art Lending and Financing Firms

ART COMMUNITY
- Art Dealers
- Art Foundations
- Curators
- Art Consultants and Advisors
- Auction Houses
- Luxury Brands
- Art Industry Trade Bodies
- Art Patrons
- Private and Corporate Collectors
- Private and Public Museums and Institutions
- Galleries

WHO WILL BE ATTENDING
City Councilors
City and Town Planners
Project Directors and Officers
Commissioners
Policy Makers

SPATIAL DESIGNERS
Chiefs, Principals, Managing Principals, Directors
- Architectural Firms
- Urban Design Studios
- Interior Design Firms
- Landscape Design Firms
PARTICIPATING CITIES FROM THE US 14 REPRESENTING COUNTRIES ACROSS ASIA, EMEA & USA 62 CONFIRMED SPEAKERS 60-80 TOTAL SPEAKERS PROJECTED

THE CITIES

Nancy, USA

Washington, DC, USA

Philadelphia, USA

Chicago, USA

Baltimore, USA

Boston, USA

San Francisco, USA

Oakland, USA

Los Angeles, USA

Santa Fe, USA

Denver, USA

New York, USA

Pittsburgh, USA

Philadelphia, USA

Houston, USA

Atlanta, USA

Charleston, USA

Miami, USA

Boca Raton, USA

La Jolla, USA

Sacramento, USA

Teresa Sweetland | Executive Director
Forecast Public Art, Minnesota, USA
Publisher: Public Art Review – Forecast Public Art

Karin Goodfellow | Director
Boston Art Commission & Boston AIR, Mayor’s Office of Arts & Culture, Boston, USA

Pauline Kanako Kamiyama | Deputy Director of Civic Art
Los Angeles County Arts Commission, Los Angeles, USA
The largest county in the USA, encompassing 88 municipalities

Matt Shaw | Senior Editor
The Architect’s Newspaper, New York, USA
Founder & Co-Editor of Muckarchitecture
The Architect’s Newspaper is the most authoritative voice on architecture and design in the United States

Adrian Smith | Founder
Adrian Smith + Gordon Gill, Chicago, USA
Won over 250 awards including 5 international awards, 8 National American Institute of Architects Awards, 15 State and Chicago AIA Awards, and 3 Urban Land Institute Awards for Excellence for projects designed

Thomas Behr | Managing Partner
Skidmore Owings & Merrill LLP, London, UK
Honored with more than 1700 awards, SOM has been recognized twice with the Highest honour by The American Institute of Architects

Randall Morton | Principal & Director
HKS Urban Design Studio, New York, USA
Ranked the 6th largest architectural and engineering firm in the United States, according to Building Design + Construction

Kaneka Subberwal | Founder & Managing Director
Art Select, Manama, Bahrain
Co-founder: Artbab

Kirsten Bauer | Director (AILA)
Aspect Studios, Melbourne, Australia

Jyoti Narang | Partner
Wayfare Ventures, Mumbai, India
Former COO & Global Head of Marketing Taj Hotels and Resorts
Recognized as the most powerful woman in the travel industry worldwide by Travel Agent, a leading US trade weekly

Katherine Gass Stowe | Founder & Chief Curator
James Company Contemporary Art Projects, New York, USA
Curator of The Bedemian, A Thompson Hotel listed in the Top 100 for 2017 CODIAwards

Isabel Pintado | Senior Vice President & Managing Director MEA
Wilson Associates, Dubai, UAE
Noted No 3 in the Power List of 50 most influential Individuals in the Middle East Design Sector in 2016

Joaquín Llorens | Regional Manager MEA
Brandani, Dubai, UAE
Winner of 28 awards, Brandani is one of the leading luxury furniture manufacturers in the Gulf

Nicholas Jenner | Managing Director
Mumford & Wood, London, UK
Winner of 10 awards, Mumford & Wood is a leading interior design firm in the UK

Deborah Najjar | Co-Founder
Jean-Paul Najjar Foundation, Dubai, UAE
Director of the Global Private Museum Network

DAOUSSER CHENNOUFI | Chairman
Draw Link Group, Dubai, UAE

Dr. Thomas Girst | Global Head
BMW Group Cultural Engagement, Munich, Germany
Received the international “European Cultural Manager of the Year” award in 2016

Dr. Paul Bayliss | ABSA Art & Museum Curator
Barclays Africa Group, Johannesburg, South Africa

Guillermo Penso Blanco | Chief Executive Officer & Managing Director
Reserva Otazu, Pamplona, Spain
Patron of the Real Sofia Museum in Madrid, Spain

Philipp Méaille | Founder & President
Château de Montsoreau-Museum of Contemporary Art, Montsoreau, France
Named “The Queen of African Luxury” by Forbes in 2013

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

Pulane Kingston | Partner
Weshler Wentzel, Johannesburg, South Africa

Swaady Martin | Founder & Chief Executive Officer
YSWARA, Johannesburg, South Africa
Named “The Queen of African Luxury” by Forbes in 2013

Salma Shaheem | Head of Middle Eastern Markets
The Fine Art Group, Dubai, UAE

Terence J Doran | Partner
Art Capital Group, New York, USA

Sanne Ten Brink | Head Curator
ING Art Collection, Amsterdam, Netherlands
ING art collection won Corporate Art Award for ‘most diversified and allies group collection’ in 2016

Karine Sultan | Director
Barjeel Art Foundation, Sharjah, UAE

Theresa Sweetland | Executive Director
Forecast Public Art, Minnesota, USA
Publisher: Public Art Review – Forecast Public Art

Dorka Keehn | Principal
Keehn on Art, San Francisco, USA
Commissioner of Arts, San Francisco, USA
Installation by artist Leo Villareal for the San Francisco Bay Bridge

Karin Goodfellow | Director
Boston Art Commission & Boston AIR, Mayor’s Office of Arts & Culture, Boston, USA

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Minnesota State Arts Board, Minnesota, USA

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Paul Bruce-Band | General Manager
Ellerman House & Cape Town, South Africa
Ranked Number 13 Best Hotel in the World and the Top Hotel in Africa

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LEO GALLERY
Established in 2008, LEO GALLERY is respected for being a progressive force in nurturing young and representing established contemporary artists regardless of nationality.
Situated in Ferguson Lane in Shanghai, the diplomatic quarter of Shanghai’s former French Concession, Leo Gallery has 2 galleries at 374 and 376 Wu Kang Road. LEO GALLERY has expanded its operation to Hong Kong after 6 successful years in Shanghai. Its third gallery is situated at 189 Queen’s Road West, Sheung Wan. Apart from our recent exhibition programs that promoted Asian and European art, Leo Gallery has also been working on a number of public art projects with commercial and educational entities ranging from various shopping malls like Shanghai Time Square and Crystal Galleria, Ferguson Lane to public and private schools.
LEO GALLERY has participated in a number of international art fairs, including Art Basel Hong Kong, Art Stage Singapore, West Bund Shanghai and Art Beijing, etc.

ARTZU
PROJECTS
ART CONSULTANCY PARTNER
Great artwork makes a powerful statement, enriching lives and expressing company values.
ARTZU has spent over 20 years advising clients on conveying their unique vision through the acquisition of well-chosen artwork, creating intelligent and tangible assets.
ARTZU is the pivotal link between the creative and the professional, including property developers and planners, architects and interior designers. We have worked with cutting edge companies such as Addleshaw Goddard, Ernst and Young, Bang & Olufsé, Benoy, Emaar, Atkins and First Gulf Bank in the United Kingdom and Middle East. We provide a comprehensive, site specific art consultancy service from concept to design, production to worldwide installation.

UAP
CREATIVE ART + DESIGN PARTNER
UAP collaborates with emerging and established artists, architects and designers to deliver creative outcomes for the public realm.
We engage in all aspects of the delivery process from commissioning & curatorial services, through concept generation & design development right into fabrication and installation. We take pride in embracing uncommon creativity and extending creative practice.

RECRUITMENT DOWN TO AN ART
LACEY WEST ART INTERNATIONAL (LWAI) offers a professional recruitment service for all art-related businesses in the UK and around the world. Whether you have a role to fill, or are looking for a new job, we can help. LWAI finds and places candidates for temporary and permanent roles and also offers discreet and effective executive search services. Our unrivalled personal service and attention to detail are as popular with our clients as our reasonable client commission rates.

Cracknell is an international, award-winning landscape architecture practice – with over 230 landscape architects, designers, engineers and visionaries. Together, we create meaningful environments. Aspiring to create a positive difference in people’s lives, our creativity and passion is apparent through our inspired design and functional landscape. We offer a holistic approach through complementary specialist disciplines with integration of ecology, art and design.

Cracknell

MEDIA PARTNERS:

ART PRICE

Artprice.com, World Leader in Art Market Information, is your access to the most comprehensive art market databases: 650,000 artists through a microscope; 30 million detailed auction results, prices and indices since 118 to 1962 million images from 6,300 partner auction houses and upcoming auction information.

It is also a worldwide marketplace to sell & buy Fine Art, Design & Antique works.

WEALTH-X

The global leader in wealth information and insight, WEALTH-X partners with leading prestige brands across the financial services, luxury, not-for-profit and higher-education industries to fuel strategic decision-making in sales, marketing and compliance.

We help our clients to better understand, connect, and do business with the wealthy.

ART AFRICA

ART AFRICA engages its audience in a world that is up for grabs, sometimes inspiring, sometimes rueful, but always connected to its key drive as an experiment in freedom, a change agent. Lured by the nascent emergence of a new humanism - a new idea of why we work together, what we can learn from each other - ART AFRICA seeks to broaden its platform and points of interface. Committed to the idea of Africa as the hub and matrix of a changing world, ART AFRICA recognizes the great importance of building connections. While the digital provides the means, ART AFRICA is about building people, building ideas, building cultures recreated through exchange; not forgetting its origins as a ground-breaking print publication.

ART AFRICA (formerly Art South Africa) was founded and first published in September 2002 by Brendon and Suzette Bell-Roberts. During that time they also owned the cutting edge and hugely influential Bell-Roberts Gallery. The publication has significantly contributed to the growth of visual arts and cultural sector of the economy and has recorded the development of the visual arts sector in Africa from 2002 to date. As an independent publication ART AFRICA has to date published 60 issues of original, commissioned content comprising over 000,000 words!

GERVOIS MAGAZINE

GERVOIS MAGAZINE brings a new level of sophistication and artistic creativity to the world of luxury travel publications. This English-language quarterly travel publication has been founded by Pierre Gervois, the New York City based luxury travel influencer and magazine publisher. GERVois MAGAZINE is reinventing the essence of travel in the United States and tell true American stories. Distributed worldwide in 5,000 luxury hotels and selected airlines, Gervois magazine is a source of inspiration for affluent and open minded millennial global travelers.

FAMILY OFFICE MAGAZINE

FAMILY OFFICE MAGAZINE is a widely distributed and visually stunning magazine that is a premier gateway to the ultra-wealthy Family Office and HNWI Community.

This is a great publication to reach the super rich Family Offices and High Net Worth Individuals - Some sample issues on their website.
ART TALKS I

ART, REAL ESTATE AND THE BUILT ENVIRONMENT
There is an increasing importance of integrating art within architecture to meet the evolving needs of contemporary society and shape today's real estate and built environment. The myriad of possibilities for utilizing art to enrich the urban landscape, while maximizing property value and providing a unique identity and greater visibility to architectural excellence will be explored. There will also be insights given into hotel real estate developments and how hospitality art can attract and retain luxury travellers, and help hotels and resorts stand out in today's competitive market.

Through a series of panel discussions, Art Talks I will provide a one-stop platform for over 100 government authorities, public art agencies, architects, real estate developers, hotel owners and operators, art consultants, art advisors, curators, interior designers, artists and galleries to innovatively come together and discuss further opportunities for collaboration in public spaces and mixed-use developments.

The first day of Art Talks I will focus on Public Art Projects where various US Public Art Agencies will share on their city and state Percent for Art Program and we will learn how the local government supports the UAE Art Scene. We will also discuss the importance of integrating art within architecture and hear from both international and local architectural firms on how they perceive the integration of art within architecture and their views on Creative Art-Based Place-making for upcoming projects in the UAE.

The second day will then focus on the importance of art in Real Estate and Hospitality developments as we bring on best practices from leading residential developers, hotel operators, interior designers, art consultants as well as curators and uncover the integral role of art in brand identity, maximizing property value and creating a memorable guest experience.
FEATURING PUBLIC ART AGENCIES FROM THE U.S. THAT WILL BE DISCUSSING "PERCENT FOR ART PROGRAM", OFTEN A CITY OR STATE ORDINANCE WHERE A FEE, USUALLY SOME PERCENTAGE OF THE PROJECT COST, IS PLACED ON LARGE SCALE DEVELOPMENT PROJECTS IN ORDER TO FUND AND INSTALL PUBLIC ART

Exclusive Insight by GUEST MODERATOR:

THERESA SWEETLAND | EXECUTIVE DIRECTOR
Forecast Public Art, Minnesota, USA
Publisher Public Art Review - Forecast Public Art

Exploring the current trends and examining the critical issues facing artists, public agencies, program managers, city planners, educators, developers and others who comprise the constellation of public art stakeholders in our contemporary society.

PROJECTS BY PLACEMAKING AGENCY & NON-PROFIT ORGANIZATIONS

BEN OWEN | PROGRAM OFFICER, PERCENT FOR ART
Minneapolis City Arts Board, Minnesota, USA

KARIN GOODFELLOW | DIRECTOR
Boston Art Commission & Boston Art, Mayor’s Office of Arts & Culture, Boston, USA

PAULINE KANAKO KAMIYAMA | DEPUTY DIRECTOR OF CIVIC ART
Los Angeles County Arts Commission, Los Angeles, USA
The largest County in the USA, encompassing 88 Municipalities

DORKA KEEHN | PRINCIPAL
Keehn on Art, San Francisco, USA
Commissioner SF Arts Commission
Led the fundraising effort for The Bay Lights, the $12M 25,000 LED light installation by artist Leo Villareal for the San Francisco Bay Bridge.

MARK DAVY | FOUNDER & CHIEF EXECUTIVE OFFICER
FutureCity, London, UK

SAM RAUCH | DIRECTOR OF SPECIAL PROJECTS
Public Art Fund, New York, USA

LAUREN KENNEDY | EXECUTIVE DIRECTOR
UrbanArt Commission, Memphis, Tennessee, USA

JESSE BRACKENBURY | EXECUTIVE DIRECTOR
Rose Kennedy Greenway Conservancy, Boston, USA
Recognized by the Greater Boston Chamber of Commerce as one of the 2015 “Ten Outstanding Young Leaders” & by Boston Business Journal as one of their 2014 “40 Under 40” honorees

ROSE KENNEDY GREENWAY CONSERVANCY
A roof garden atop a highway tunnel, is a contemporary public park in the heart of Boston. The non-profit Greenway Conservancy maintains, programs, finances, and improves the 1.5 mile Greenway on behalf of the public. The Conservancy funds its operation through private donations, endowment income and earned revenue which has provided nearly 60% of the funds for the park, with the state support totaling 40%.
UAP collaborated with British artist, Idris Khan, to realise a monument as the centrepiece of the new United Arab Emirates (UAE) Memorial Park, ‘Wahat Al Karama’, in Abu Dhabi. Commissioned by His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, the memorial honours the members of the UAE Armed Forces and the sacrifices made in support of their country’s sovereignty, dignity and freedom.

CREATIVE ART + DESIGN PARTNER EXCLUSIVE SPONSOR SHOWCASE

DANIEL TOBIN | FOUNDER & CREATIVE DIRECTOR
UAP, Brisbane, Australia

WAHAT AL KARAMA, ABU DHABI

UAP collaborated with British artist, Idris Khan, to realise a monument as the centrepiece of the new United Arab Emirates (UAE) Memorial Park, ‘Wahat Al Karama’, in Abu Dhabi. Commissioned by His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, the memorial honours the members of the UAE Armed Forces and the sacrifices made in support of their country’s sovereignty, dignity and freedom.
FEATURING THE AMERICAN AFFILIATE OF CHINA’S LARGEST RESIDENTIAL DEVELOPERS & DUBAI’S MOST TALKED ABOUT NEW BUSINESS ENTITY, MANAGING MULTIBILLION DOLLAR DEVELOPMENTS ACROSS MERAAS & DUBAI HOLDING

MORNE FOURIE | VICE PRESIDENT - DEVELOPMENT
North 25, Dubai, UAE
North 25 is a New Entity formed to lead Meraas & Dubai Holding

FEATURING THE REGION’S FIRST SPECIALIST FIRM PROVIDING ‘BRAND ART’

PHIL DAVIS | FOUNDER & CREATIVE DIRECTOR
Propriartary, Dubai, UAE

‘BRAND ART’
A form of corporate art that is custom-created specifically to support the branding and corporate identity of any size or type of organisation across all sectors including corporate, retail, educational, healthcare and hospitality environments and more.

EXCLUSIVE PROJECT INSIGHT ON STACKT SHIPPING CONTAINER MARKET

MARCELLO CABEZAS | ARTISTIC PRODUCER
macIDeas, Toronto, Canada
Placemaker, Curator, City Builder, Producer

EXCLUSIVE PROJECT FEATURE ON STACKT MARKET, TORONTO, CANADA
In downtown Toronto, stackt is taking unused land and through the use of shipping containers is transforming it into an experience of curated discovery. Stackt is opening in late spring 2018 for planned 1000 days on a 100,00 sq. ft. plot of city owned land. Early plans show it has potential to revolutionize the way public space can be used. This visionary complex will have one of kind curated experiences in the food & beverage, retail, arts & culture, maker, and wellness verticals to name a few. The hope is that this is a proof of concept that will lead to a roll out of other stackt’s globally. This form of temporary, portable or “pop-up” style urban action is one that has grown increasingly popular over the past few years. Shipping container markets have become local hotspots in cities such as London, New York and San Francisco, amongst many including right here in Dubai.

FEATUREING INDIA’S MOST POWERFUL WOMEN IN TRAVEL INDUSTRY

JYOTI NARANG | PARTNER
Wayfare Ventures, Mumbai, India
Former Chief Operating Officer & Global Head of Marketing Taj Hotels and Resorts
Recognized as the most powerful woman in the travel industry

FEATUREING THE LEADING BOUTIQUE HOTELS IN THE MIDDLE EAST

MONA HAUSER | FOUNDER
XVA Gallery and Art Hotel, Dubai, UAE
Awarded Best Boutique Hotel in the Middle East 2016 & 2017

PIERRE YAMMINE | GENERAL MANAGER
Noon Art Boutique Hotel Apartments, Dubai, UAE
PROJECTS BY LEADING HOTEL OPERATORS

21c MUSEUM HOTELS
A Louisville-based combination of contemporary art museum and boutique hotel chain. 21c Museum is North America’s only museum dedicated to collecting and exhibiting contemporary art of the 21st century.

ARTIST PLAYGROUND BY PULLMAN, THE COSMOPOLITAN BRAND OF THE ACCORHOTELS GROUP
The ‘Artist Playground’ reinvents the hotel as art gallery, bringing cultural intrigue and visual ingenuity to Pullman Hotels’ communal spaces across its global portfolio of properties.

ROVE HOTELS, A CONTEMPORARY MIDSCALE LIFESTYLE & DESIGN-INFLUENCED BRAND.
A joint venture between Emaar Properties and Meras Holdings, Rove Hotel uses art to enhance the guests experience by commissioning works from local artists.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration and morning coffee</td>
</tr>
<tr>
<td>09:00</td>
<td><strong>Dubai Strategic Plan 2021</strong>&lt;br&gt;Positioning Dubai as an Emerging Cultural Tourism Hub through Creative Public Art Projects driven by Public Private Partnerships</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Percent for Art Program</strong>&lt;br&gt;The Role of Public Art in Enhancing the Environment, Increasing Civic Pride and Promoting Economic Development&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Theresa Sweetland</td>
</tr>
<tr>
<td>11:00</td>
<td>Morning refreshments</td>
</tr>
<tr>
<td>11:30</td>
<td><strong>Inspiring and Building Better Communities</strong>&lt;br&gt;Transforming Everyday Spaces into a New Public Art Gateway&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Theresa Sweetland</td>
</tr>
<tr>
<td>12:30</td>
<td>‘Futurecity Massachusetts’&lt;br&gt;A Pioneering Approach to Commissioning Major Artworks in the Public Realm&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Theresa Sweetland</td>
</tr>
<tr>
<td>13:30</td>
<td>Networking lunch</td>
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<tr>
<td>14:30</td>
<td><strong>Art Meets Architecture</strong>&lt;br&gt;The Role of Art as an Ideal Companion to Architectural Excellence&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Matt Shaw</td>
</tr>
<tr>
<td>15:30</td>
<td><strong>Placemaking and Urban Spaces</strong>&lt;br&gt;Creating High Performing Urban Cities through Creative Art-Based Placemaking&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Matt Shaw</td>
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<tr>
<td>16:30</td>
<td>Coffee break &amp; end of conference</td>
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<tr>
<td>Time</td>
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<td>Global Trendsetters for Real Estate and Hospitality</td>
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<td>Merging Artistic vision with Real Estate Property Developments to shape a</td>
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<td>Community's interaction with the world</td>
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<td><strong>Moderator:</strong> KATHERINE GASS</td>
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<td>JYOTI NARANG</td>
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<td>Former Chief Operating Officer and Global Head of Marketing Taj Hotels and</td>
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<td>XAVIER LOUYOT</td>
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<td>North 25, Dubai, UAE</td>
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<td>11:00</td>
<td>Morning Refreshments</td>
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<td>Hotel Xchange</td>
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<td>Orchestrating a Memorable Guests' Experience with the Integration of Art in</td>
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<td>Luxury Boutique Hotels</td>
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<td><strong>Moderator:</strong> KATHERINE GASS STOWE</td>
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<td>STEVE WILSON</td>
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<td>Redefining Spaces</td>
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<td>Creating New Perspectives and Exploring Art beyond the Interior and Architectural</td>
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<td><strong>Moderator:</strong> DR VARKKI PALLATHUCHERIL</td>
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<td>American University of Sharjah, Sharjah, UAE</td>
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<td>CHRISTIAN MERIEAU</td>
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<td>ISABEL PINTADO</td>
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<td>13:30</td>
<td>Networking Lunch</td>
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<td>UAE 'ART HOTELS' Trend</td>
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<td>Differentiating your Hotel with the use of Art to attract Experiential Guests</td>
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<td><strong>Moderator:</strong> KATHERINE GASS STOWE</td>
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<td>James Company Contemporary Art Projects, New York, USA</td>
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<td>ANNE-CECILE DE CHAUMONT</td>
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<td>PIERRE YAMMINE</td>
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<td>MONA HAUSER</td>
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<td>15:30</td>
<td>Art, Architecture and Design</td>
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<td>Heralding a new era of Art in Contemporary Architecture and Design</td>
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<td><strong>Moderator:</strong> MATT SHAW</td>
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<td><strong>Panelists:</strong></td>
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<td>JOE TABELT</td>
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<td>ANDRÉ C. MEYERHANS</td>
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<td>PHILIP PEPPER</td>
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<td>SALIM HUSSAIN</td>
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<tr>
<td>16:30</td>
<td>Coffee Break &amp; End of Conference</td>
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</table>
OUR ART TALKS SERIES HAVE BEEN CAREFULLY CURATED TO BRING TOGETHER A DIVERSE RANGE OF INDUSTRY PRACTITIONERS FROM ACROSS THE GLOBE TO SHARE REAL-WORLD CASE STUDIES AND BEST PRACTICES.

ART TALKS I: ART, REAL ESTATE AND THE BUILT ENVIRONMENT will kick off our UNFOLD ART XCHANGE on the 19th and 20th of March 2018 and bring together government authorities, public art agencies, place-making agencies, spatial designers, curators, art consultants, real estate and hospitality professionals.

ART TALKS II: EVOLVING CULTURES, DEVELOPING COLLECTIONS will then continue our UNFOLD ART XCHANGE on the 21st and 22nd of March 2018 and bring together private banks, art patrons, corporate collectors, private and public museums, arts and cultural institutions.
REAL ESTATE AND HOSPITALITY PROFESSIONALS

The presentation of bespoke art is considered to be one of the biggest trends in Real Estate and Hospitality developments today. In locations with high density development of luxury hotels, resorts and high-end apartments, the competition for differentiation is tough; amenities such as pools, gym and golf simulators are no longer enough to convince potential buyers. A new trend to boost sales in the high-end market is art.

An increasing number of luxury hotels are positioning themselves, not just as premium accommodation, but also as art destinations. High-end properties are becoming a traveler's substitute for traditional art galleries, creating an insightful, luxury experience. Art has become a fundamental, rather than ornamental, element of a design.

Art has been used by hoteliers as an integral part of their marketing strategy, to challenge guests to think more deeply about their experience at the hotel, and to attract luxury travelers. Art has developed into a critical part of a hotel's brand and identity while Art has been seen by Investors and Real Estate developers as a way to influence real estate values and maximize property prices.

GOVERNMENT AND DEVELOPERS

Public Art has more than just an aesthetic appeal in today's built environment. It can have positive bottom-line economic impact, with material financial benefits to their owners, thus creating an unexpected revenue stream for developers and the local government.

The intangible benefits of public art - aesthetic beauty, cultural interpretation, education, inspiration, and the general improvement of the urban environment are well-known, but because these are considered as “soft” benefits, they are sometimes dismissed as a low priority, especially during challenging economic times.

Public Art in transit-oriented developments presents a valuable marketing opportunity, both for public agencies and private developers and may provide the highest financial returns of any funds committed to an aspect of a transit-oriented programme. The continuing visibility, publicity, and brand identification of public art, can generate more leasing interest than any other element of an entire marketing budget and draw tourism, stimulating the country’s economy, and creating pride.

JOIN US

- HARNESS the benefit of ‘Percent for Art’ Program that is widely adopted in the U.S. to fund public art projects where private or specialized funding of public art is unavailable.
- CAPITALIZE on real-world case studies from non-profit organizations, public art agencies and placemaking agencies on the importance of public art in building better communities.
- GAIN insights into developments in master planning and design, project planning and commercialization that best integrates art within architecture and interior design.
- LEARN from government authorities across the different emirates on how arts and culture highlights the country’s competitiveness.
- UNDERSTAND the integral role of art in brand marketing for real estate and hospitality developments.
- EXPLORE the UAE ‘Art Hotels’ Trend and views of real estate and hospitality leaders.

WHY YOU CANNOT MISS THIS EVENT?
ART TALKS II

EVOLVING CULTURES, DEVELOPING COLLECTIONS
ADDING TO THE VALUE OF CORPORATE, PRIVATE AND MUSEUM COLLECTIONS THROUGH FOSTERING BENEFICIAL RELATIONSHIPS WITH THE ARTS

There is a growing appeal among private collectors and luxury brands to establish critical and important art collections, and often, to showcase these collections through private institutions and museums. Many international corporations see the development of a collection as adding to the value of their corporate identity. Many such organizations are taking a more active role in the arts market, and implementing new approaches to supporting the arts and financing their collection development. Government Authorities across the globe have also developed new strategies in supporting and funding the arts to help foster a robust arts sector as they recognize the arts as part of a strong policy portfolio in driving the economy, developing educational assets and creating cultural legacies.

Through a series of panel discussions, Art Talks II: Evolving Cultures, Developing Collections, will bring together over 100 government authorities, art patrons, corporate collectors, private museums, arts and cultural institutions.

ART, FINANCE & WEALTH MANAGEMENT

The art world is already delivering a compelling series of arguments to attract investors and wealth managers, but at UNFOLD, the growing coalescence of art, finance and wealth management will be fully explored.

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. It is against this backdrop that the format of UNFOLD ART XCHANGE has been thoughtfully constructed to incorporate topics on Art, Finance and Wealth Management.

WHAT DOES THE RESEARCH SAYS?

Research among wealth managers and private banks attests to art's developing role. The Deloitte Luxembourg and ArtTactic Art & Finance Report 2016 reveals that 73% of wealth managers in 2016 said their clients wanted to include art and other collectible assets in their wealth reports, in order to have a consolidated view of their wealth (up from 54% in 2014). Also in 2016, 78% of wealth managers said that they thought art and collectibles should be included as part of a wealth management offering (up from 55% in 2014). In response to this shift, many private banks and financial institutions have also developed art advisory, art lending and art investment services as part of their offering.
22ND OF MARCH 2018

GUEST MODERATOR:

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

FEATURING SOME OF THE WORLD’S LEADING CORPORATE COLLECTIONS

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 DRINK | HEAD CURATOR ART MANAGEMENT
ING Bank, Amsterdam, Netherlands
ING art collection won Corporate Art Award for ‘most diversified and alive group collection’ in 2016

EXCLUSIVE ART CONSULTANCY SPONSOR SHOWCASE

NIK BAYLISS | CURATOR
ING Bank, Amsterdam, Netherlands

FEATURING LEADING ARTS ORGANIZATION FROM THE UAE

GIUSEPPE MOSCATELLO | DIRECTOR
Maraya Art Centre, Sharjah, UAE

KARIM SULTAN | DIRECTOR
Barjeel Art Foundation, Sharjah, UAE

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

ANNAMARIA BERSANI | DIRECTOR
Alserkal Cultural Foundation, Dubai, UAE

ARTZU PROJECTS, MANCHESTER, UK
Great artwork makes a powerful statement and is inspiration for the working environment, enriching lives and expressing company values. Examples that will be shared includes recent collaboration with Ernst & Young UK and Addelshaw Goddard LLP UK.
SPECIAL INSIGHTS FROM WEALTH-X

DAVID AWIT | DIRECTOR FOR THE MIDDLE EAST & AFRICA
Wealth-X, Dubai, UAE

FEATUREING INDUSTRY EXPERT IN THE FIELD OF ART & FINANCE

ADRIANO PICINATI DI TORCELLO | DIRECTOR ART & FINANCE COORDINATOR
Deloitte, Luxembourg

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

TERENCE J DORAN | PARTNER
Art Capital Group, New York, USA

KANEKA SUBBERWAL | FOUNDER & MANAGING DIRECTOR
Art Select, Manama, Bahrain
Co-Founder ArtBab

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

FEATUREING 2 OF THE PROMINENT ART PATRONS FROM SOUTH AFRICA AS THEY DISCUSS THEIR VIEWS ON ART & PHILANTHROPY

PULANE KINGSTON | PARTNER
Webber Wentzel, Johannesburg, South Africa

SWAADY MARTIN | FOUNDER & CHIEF EXECUTIVE OFFICER
YSWARA, Johannesburg, South Africa
Named "The Queen of African Luxury" by Forbes in 2013

WHAT DOES THE RESEARCH SAYS?
Research among wealth managers and private banks attests to art’s developing role. The Deloitte Luxembourg and ArtTactic Art & Finance Report 2016 reveals that 73% of wealth managers in 2016 said their clients wanted to include art and other collectible assets in their wealth reports, in order to have a consolidated view of their wealth (up from 58% in 2014). Also in 2016, 78% of wealth managers said that they thought art and collectibles should be included as part of a wealth management offering (up from 55% in 2014). In response to this shift, many private banks and financial institutions have also developed art advisory, art lending and art investment services as part of their offering.
OTAZU FOUNDATION

A project by Bodega Otazu where an old cellar, a magnificent building dating back from 1840s and its surrounding landscape is now turned into a museum, hosting important pieces from Spanish artists such as Manola Valdes, Jose Guerrero, Arturo Berned, Jose Guerrero, Jaume Plensa and Baltasar Lobo combined with contemporary masterworks of artists such as Liam Gillick, Leandro Elrich, Anish Kapoor, Alfredo Jaar, Ai Weiwei, Jason Martin, Angel Otero, Tomas Saraceno, Carlos Cruz-Diez and many others.

“LA CAIXA” CONTEMPORARY ART COLLECTION

The largest private collection of contemporary art in Spain and one of the most important in Europe, housing over 900 works representing all major artists.

CHATEAU MONTSOEUR: THE LARGEST ART & LANGUAGE COLLECTION

On long term loan at the Barcelona Museum of Contemporary Art, MACBA

ZEITZ MUSEUM OF CONTEMPORARY ART AFRICA (ZEITZ MOCAA)


SALSALI PRIVATE MUSEUM

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.

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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30</td>
<td>REGISTRATION AND MORNING COFFEE</td>
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<tr>
<td>08:50</td>
<td>OPENING AND WELCOME REMARKS</td>
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<td>09:00</td>
<td>SPECIAL KEYNOTE FROM WEALTH-X</td>
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<td>The Evolution of UHNWIs in the Middle East and its Impact on the Global</td>
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<td>Art Market</td>
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<td>DAVID AWIT</td>
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<td>Wealth-X, Dubai, UAE</td>
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<td>ART &amp; WEALTH MANAGEMENT</td>
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<td>Developing a Holistic Relationship for UHNWIs, with focus on Monetizing,</td>
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<td>Partnering and Transferring One’s Collection</td>
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<td>ADRIANO PICINATI DI TORCELLO</td>
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<td>ART &amp; FINANCE COORDINATOR Deloitte, Luxembourg</td>
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<td>TERENCE J DORAN</td>
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<td>Art Capital Group, New York, USA</td>
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<td>DR ALESSIA ZORLON</td>
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<td>EXECUTIVE MASTER IN ART MARKET MANAGEMENT IULM University, Milan, Italy</td>
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<td>11:00</td>
<td>MORNING REFRESHMENTS</td>
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<td>ART AS AN ASSET</td>
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<td>Is Fine Art a good Investment? What Determines changes to Prices in the</td>
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<td>Art market?</td>
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<td>SALMA SHAHEEM</td>
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<td>The Fine Art Group, Dubai, UAE</td>
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<td>KANEKA SUBBERWAL</td>
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<td>Art Select, Manama, Bahrain</td>
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<td>Co-Founder ArtBab</td>
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<td>12:30</td>
<td>ART, INSURANCE &amp; RISK MANAGEMENT</td>
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<td>Restoring Trust, Curbing illicit Trade &amp; Protecting the Integrity of</td>
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<td>your Fine Art Collection.</td>
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<td>13:30</td>
<td>NETWORKING LUNCH</td>
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<td>14:30</td>
<td>ART &amp; PHILANTROPY</td>
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<td>Investing in Culture, Uniting Communities and Transforming Businesses</td>
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<td>PULANE KINGSTON</td>
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<td>Webber Wentzel, Johannesburg, South Africa</td>
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<td>SWAADY MARTIN</td>
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<td>YSWARA, Johannesburg, South Africa</td>
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<td>15:30</td>
<td>GLOBAL ART MARKET OUTLOOK</td>
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<td>Current Drivers &amp; Future Trends</td>
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<td>16:30</td>
<td>COFFEE BREAK &amp; END OF CONFERENCE</td>
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# Agenda

**Art Talks II: Thursday, 22nd March 2018**

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<th>Time</th>
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<tr>
<td>08:30</td>
<td>Registration and Morning Coffee</td>
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<td>08:50</td>
<td>Opening and Welcome Remarks</td>
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| 09:00  | Curating Corporate Art  
The Importance of Collection Development Policy  
**Moderator:** Jane Morris | Editor-At-Large  
The Art Newspaper and Cultureshock Media London, United Kingdom  
**Panelists:**  
Loa Haagen Pictet | Curator  
Collection Pictet, Geneva, Switzerland  
Chair IACCCA (International Association of Corporate Collectors Contemporary Art)  
Sanne Ten Brink | Head Curator  
Art Management  
ING Bank, Amsterdam, Netherlands  
Elie Khouri | CEO MENA  
Omnicom Media Group, Dubai, UAE  
Member of the Tate Middle East North Africa Acquisitions Committee and MoMA Director’s Council |
| 10:00  | Corporate Collecting as Signal  
Market Effects and Responses to Corporate Art Activities  
**Moderator:** Jane Morris | Editor-At-Large  
The Art Newspaper and Cultureshock Media London, United Kingdom  
**Panelists:**  
Dr. Thomas Girst | Global Head  
BMW Group Cultural Engagement, Munich, Germany  
Dr Paul Bayliss | ABSA Art & Museum Curator  
Barclays Africa Group, Johannesburg, South Africa  
Nick Betney | Founder & Managing Director  
ARTZU Projects, Manchester, UK |
| 11:00  | Morning Refreshments                                                   |
| 11:30  | Guardians of Emerging Heritage  
Public Access Options to Private Collections  
**Moderator:** Jane Morris | Editor-At-Large  
The Art Newspaper and Cultureshock Media London, United Kingdom  
**Panelists:**  
Guillermo Pensó Blanco | Managing Director  
Fundación Otazu, Pamplona, Spain  
Philippe Méaille | Founder & President  
Château de Montsoreau-Museum of Contemporary Art, Montsoreau, France  
Nimfa Bisbe | Head of the Contemporary Art Collection  
“la Caixa” Foundation, Barcelona, Spain |
| 12:30  | Museums of Tomorrow  
The Future of Museums and their Role in the Changing Contemporary Art Market  
**Moderator:** Jane Morris | Editor-At-Large  
The Art Newspaper and Cultureshock Media London, United Kingdom  
**Panelists:**  
Mark Coetzee | Executive Director & Chief Curator  
Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), Cape Town, South Africa  
Ramin Salahi | Founder  
Salsali Private Museum, Dubai, UAE  
Deborah Najjar | Co-Founder  
Jean-Paul Najar Foundation, Dubai, UAE  
Director of the Global Private Museum Network  
Elie Khouri | CEO MENA  
Omnicom Media Group, Dubai, UAE  
Member of the Tate Middle East North Africa Acquisitions Committee and MoMA Director’s Council |
| 13:30  | Networking Lunch                                                       |
| 14:30  | UAE Art Scene  
How are Private Art Foundations Shaping the Local Art Scene?  
**Panelists:**  
Annamaria Bersani | Director  
Alserkal Cultural Foundation, Dubai, UAE  
Giuseppe Moscattello | Director  
Maraya Art Centre, Sharjah, UAE  
Shireen Atassi | Director  
Atassi Foundation for Art and Culture, Dubai, UAE  
Karim Sultan | Director  
Barjeel Art Foundation, Sharjah, UAE |
| 16:00  | Coffee Break & End of Conference                                       |
GOVERNMENT AUTHORITIES
The arts are an important policy asset and are seen as economic drivers that stimulates business activity, attracts tourism revenue, retains a high quality work force and stabilizes property values. In certain countries like Canada and Australia, the government establishes an art rental program, known as Artbank, to support their local contemporary artists and encourage a wider appreciation of their work by acquiring these artworks which are then rented to public and private sector clients.

LUXURY BRANDS AND CORPORATE ART COLLECTORS
Luxury brands have turned to art patronage as part of their branding stagecraft. Such collaborations between arts and luxury maisons have established a closer connection between the two distinctive realms. Luxury maisons are now establishing their own museums, showcasing not only their own heritage and inspirations, but also works of art from contemporary icons to safeguard their legacy.

Beyond the level of personal taste, art is a palpable subject for luxury maisons to communicate their image effectively to target audiences with or without direct product marketing. The realization of arts-luxury brand collaborations inspires both the luxury brand manager and the artist to explore new potential opportunities.

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.

PRIVATE ART COLLECTORS AND MUSEUMS
Today, the number of private art collectors who choose to house their collections in publicly 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, offering public 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.
UNFOLD EXECUTIVE COMMITTEE
TEL: +971 4 559 5662
FAX: +971 4 455 8556
EMAIL: INFO@ARTEMHOLDINGS.COM
LEVEL 14, BOULEVARD PLAZA TOWER 1
SHEIKH MOHAMMED BIN RASHID
BOULEVARD, DOWNTOWN DUBAI
DUBAI, UNITED ARAB EMIRATES