

TALKING GALLERIES

TALKING GALLERIES BARCELONA SYMPOSIUM 16-17 January, 2017 | MACBA, Barcelona

Over 25 leading figures from the art world participate in the fifth edition of Talking Galleries, the first and only international forum dedicated to the gallery sector



- **Between January 16 and 17, the auditorium of the Museu d'Art Contemporani de Barcelona (MACBA) will host the fifth edition of Talking Galleries, the first and only international event dedicated to gallerism.**

- Talking Galleries, a **platform for discussing key issues around gallerism in contemporary art**, will gather together **more than 180 professionals** from all over the world.
- With the title of “Consolidating Gallery Strategies”, **Talking Galleries 2017 will encompass cogent issues around gallerism, counting on the contribution of renowned experts in the art sector.**
- Among the invited participants, it is worth highlighting the presence of **Thaddaeus Ropac**, founding director of the prestigious eponymous gallery (located in Paris, Salzburg and London), who will be in charge of opening the symposium, **Victoria Siddall**, Director of Frieze (London and New York), **Adam Sheffer**, partner at Cheim & Reid and President of the Art Dealers Association of America (New York), **Susan Dunne**, President of Pace Gallery, **Martin Klosterfelde**, Senior Director in contemporary Sotheby’s (London) or **Adriaan Raemdonck**, President of the Federation of European Art Galleries Association (F.E.A.G.A.).
- Being in its fifth edition, the **symposium positions Barcelona at the centre of a worldwide debate around the art gallery sector.**
- Over five years, **Talking Galleries has brought to Barcelona more than 100 speakers from all over the world and about 800 attendees**, while also organizing symposiums in **Seoul, Berlin, New York and Madrid.**
- On the occasion of this year’s edition of Talking Galleries, **Llucià Homs, founder of the symposium in 2011, takes up the platform’s leading role again.**
- All relevant information can be found on www.talkinggalleries.com

On January 16 and 17, Barcelona becomes a hub at the centre of a worldwide debate around the art gallery sector. The auditorium of the Museu d’Art Contemporani de Barcelona (MACBA) will host the **fifth edition of Talking Galleries Barcelona Symposium, the first and only international event dedicated to gallerism.**

Talking Galleries is a **professional platform for critical debate around contemporary art gallerism.** The symposium’s upcoming edition thus **strengthens the role of Barcelona as the leading context where to rethink the gallery business.**

With the title of “Consolidating Gallery Strategies”, **over 25 professionals from all over the world will give keynote speeches and participate into roundtable discussions**, in order to debate cogent issues such as **the evolving art fairs’ panorama, the legal matters for European galleries, the curatorial programmes developed by galleries, the strengths of a mid-sized gallery, the new models of collaboration between galleries and auction houses or the communication strategies on social media**, among others. Talking Galleries is a meeting point where international gallerists can discuss actual concerns of primary interest, share experiences and question the models that have defined the sector so far.

Programme and Speakers – Talking Galleries 2017

Opening session: “The Global Gallery”

The fifth edition of Talking Galleries will feature the participation of leading figures in the art world. **Thaddaeus Ropac**, one of the most influential gallerist in Europe and founder of the eponymous gallery with branches in Paris, Salzburg and London, will open up the symposium with a presentation on the current state of the art, globally.

The Evolving Fair Situation

Victoria Siddall, director of the prominent art fair Frieze (London and New York), **Jean Frémon**, president of the Galerie Lelong (Paris and New York) and **Elba Benítez**, founder of the eponymous gallery (Madrid) will talk about art fairs in a conversation chaired by **Georgina Adam**, art market editor at large for The Art Newspaper.

Legal Matters for European Galleries. An exchange of ideas and knowledge

Antoon Ott, lawyer and director of Artilaw, and **Adriaan Raemdonck**, president of the Federation of European Art Galleries Association (F.E.A.G.A) will lead a workshop around the legal matters for European galleries.

Curated Gallery Programmes

Jocelyn Wolff, founder of the Galerie Jocelyn Wolff (Paris) and **Carles Guerra**, director of the Fundació Antoni Tàpies (Barcelona) will talk about the role of a curator in the context of a commercial art gallery. The talk will be chaired by gallerist **Sabrina Amrani**, president of Arte_Madrid.

The Strengths and Benefits of Mid-Sized Galleries

Adam Sheffer, partner at Cheim & Reid (New York) and president of the Art Dealers Association of America (ADAA), **Lisa Schiff**, art advisor and director of SFA Art Advisory (New York) and **Martin Aguilera**, Head of Sales at Mendes Wood (Sao Paulo and New York) will talk about the strengths and benefits of mid-sized galleries. The panel will be moderated by Financial Times journalist **Melanie Gerlis**.

New Models of Collaboration: The Gallery and Auction House Relationship

This roundtable discussion will talk about how galleries and auctions could possibly work together and will feature the participation of **Susan Dunne**, president of Pace Gallery (New York), **François Chantala**, collaborator at Thomas Dane Gallery (London) and **Martin Klosterfelde**, director of the contemporary art department at Sotheby's (London), all three with long-standing experience in both sectors. The panel will be led by **Jeffrey Boloten**, director of the Art Business programme at Sotheby's Institute of Art in London.

Strengthening our Galleries. The Spanish and Catalan Scene

Within the first session solely focusing on the current situation in Catalonia and Spain, the “How to engage visitors to our galleries” presentation—organized in collaboration with the Gremi de Galeries de Catalunya (GCAC)— will focus on the marketing as a tool for arts spaces to widen their audience. The second session will instead encompass the strategies of “internazionalisation” of the gallery sector, with the contribution of **Maria Baró**, director of the Baró Galeria (Sao Paulo), **Cristina Mayoral**, from the Mayoral gallery (Barcelona) and **Joan Anton Maragall**, president of Galería Trama, Sala Parés and Art Barcelona.

Social Media. Analysing your Investment

Jesse Ringham, Director of Digital at SUTTON, will give a presentation about how to understand the online marketing and the potential of social media in the development of a commercial strategy for galleries.

Architecture for art. Gallery spaces

Simona Malvezzi, partner of the architecture studio Kuehn Malvezzi (Berlin) will discuss with curator **Moritz Küng** (Barcelona) the conceptualization and architectonic design of a gallery space.

Conclusions

Journalist **Georgina Adam** and gallerist **Adam Sheffer** will close the symposium by reviewing the themes presented over the congress' two-day programme.

Check the full programme and the schedule of Talking Galleries 2017, [here](#).

Talking Galleries, from Barcelona to the rest of the world

Over a period of five years, **Talking Galleries has gathered together in Barcelona more than 100 speakers from all over the world and about 800 attendees**. Besides, it has also **presented sessions of debate at art fairs and events, internationally**: Gallery Weekend Korea (October 2016); abc art berlin contemporary (2015); The Armory Show, New York (2014) and ARCOmadrid (2013).

Talking Galleries has a precise international profile. Following the aim of presenting the project to always larger audiences from other countries, the platform is developing collaboration strategies with some of the most dynamic cities and relevant to the sector, such as Paris, London, Vienna, Amsterdam, Dubai or New York.

Talking Galleries Lab

With the aim of fostering critical debate among young researchers, **Talking Galleries has been working consistently with local and international universities in order to award grants to MA and PhD students specializing in art critic, curating or related disciplines**, to freely attend the symposium. This testifies to the intention of building up a space for critical thinking and responds to the lack of a specialized bibliography on the subject at issue. **It also mirrors the will of introducing the gallery practice in the study and research programmes at university**.

This year, the academic centres involved are the research group "On Mediation" of the University of Barcelona led by Anna Maria Guasch and the Estonian Contemporary Art Development Centre.

Partners and collaborators of Talking Galleries 2017

The symposium wouldn't be possible without the collaboration of the gallery associations. The Federation of European Art Galleries Association (F.E.A.G.A.), the Art Dealers Association of America (ADAA), Arte_Madrid, the Gremi de Galeries de Catalunya (GGAC) and Art Barcelona have been the main supporters of this upcoming edition.

Last but not least, Talking Galleries would not be possible without the collaboration of the Generalitat de Catalunya, the Ajuntament de Barcelona and the support of the Fundació Banc Sabadell, the Hotel Alma and the MACBA.

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