



**10th Barcelona Symposium**  
**22–23.01.2024**  
**MACBA Barcelona**  
Programme

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**DAY 1 – Monday, January 22nd**

9.00 – 9.45 **Arrival & Registration**  
9.45 – 10.00 **Welcome Speeches**

10.00 – 11.00

Opening conversation

**“Mennour: Navigating Gallery Growth in Today's Art World”**

**Kamel Mennour**, President and Founder, Mennour

**Alain Quemin**, Professor of sociology of art and researcher, GEMASS - Sorbonne  
Université / Institut Universitaire de France

11.00 – 12.15

Panel discussion

**“The Gallery Without Walls”**

**Josechu Carreras**, Director, Hauser & Wirth Spain

**Victoria Gelfand-Magalhaes**, Senior Partner, Europe, Lévy Gorvy Dayan

**Elliot McDonald**, Senior Vice President, Pace Gallery

Moderated by **Henry Little**, Senior Consultant, The Fine Art Group

12.15 – 12.45 Coffee break

12.45 – 13.30

Lecture

**“The Art Market 2030. Trends Shaping the Global Art Market”**

**Anders Petterson**, Founder and CEO, ArtTactic

13.30 – 15.00 Lunch break

15.15 – 16.00

Conversation

**“Major Art Fairs. What Now”**

**Will Korner**, Head of Fairs, TEFAF

**Alain Quemin**, Professor of sociology of art and researcher, GEMASS –  
Sorbonne Université / Institut Universitaire de France

16.00 – 17.00

Panel discussion

**“Creating and Selling Digital Art in the Age of AI”**

**Daniel Canogar**, Visual artist

**Anne Schwanz**, Co-Director, OFFICE IMPART

**Carlo Zanni**, Artist and writer

Moderated by **Pau Waelder**, Senior Curator, Nio

17.00 – 17.45

Conversation

**“The Future of Art Advisory”**

**Philip Hoffman**, Founder and CEO, The Fine Art Group

**Edward Behrens**, Editor, Apollo Magazine



17.45 – 18.45

Panel discussion | Talk in Spanish

**“Towards an Ecology of Non-Preservation: Crisis of Storage and Accumulation”**

**Jon Mikel Euba**, Artist

**Anna Manubens**, Director, Hangar

**Ignacio Múgica**, Co-Director, CarrerasMugica

Moderated by **Elvira Dyangani Ose**, Director, MACBA

19.00 – 19.45

**Guided tour of the exhibitions at MACBA**

With curators of the museum

20.30 – 23.00

**Welcome dinner**

Hotel Alma Barcelona (C/Mallorca, 271)

(exclusive for guests and registered attendees)

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**DAY 2 – Tuesday, 23 January 2024**

10.00 – 10.45

Conversation

**“Maureen Paley: Forty Years Pioneering the Art Scene”**

**Maureen Paley**, Founding Director, Maureen Paley

**Melanie Gerlis**, Art market columnist and contributor, Financial Times

10.45 – 11.30

Lecture

**“Beyond Collecting: Nurturing Emerging Galleries”**

**Benedicta M. Badía**, Strategic cultural consultant, collector and supporter, Founder of Actitud1963

11.30 – 12.00 Coffee break

12.00 – 13.15

Panel discussion

**“Has the Market Become Too Focused on Finance?”**

**Dirk Boll**, Deputy Chairman, 20th & 21st Century Art, Christie’s

**Ben Clark**, President, Mintus

**Lyndsey Ingram**, Director, Lindsey Ingram

Moderated by **Melanie Gerlis**, Art market columnist and contributor, Financial Times

13.15 – 14.00

Conversation – Talk in Spanish

**“Museums and Market. Has the Art Market Parasitized the Museum?”**

**Manuel Borja-Villel**, Former director, Museo Reina Sofía

**Llucà Homs**, Director, Talking Galleries

14.00 – 15.15 Lunch break

15.30 – 16.45

Panel discussion

**“Are Alternative Art Fairs Gaining Momentum?”**

**Silvia Ammon**, Director, Paris Internationale, Paris

**Julie Quottrup Silbermann**, Director, Chart Art Fair, Copenhagen

**Sergio Sancho**, Director, UVNT Art Fair, Madrid

Moderated by **Paco Barragán**, Int. PhD and curator



16.45 – 17.30

Closing lecture

**“8 + 1 Questions about the Art Market Everyone Should be Asking Themselves Now”**

**Paco Barragán**, Int. PhD and curator

17.30 Farewell

Unless otherwise specified, talks will be conducted in English. Simultaneous translation between English and Spanish will be provided.

\* The programme may be subject to changes.