

DAY 1 – MONDAY, JAN 16

9:00-9:45h REGISTRATION

9:45-10:00h WELCOME SPEECHES
FERRAN BARENBLIT, Director, MACBA Museu d'Art Contemporani de Barcelona
LLUCIÀ HOMS, Director, Talking Galleries
HEADS OF PUBLIC INSTITUTIONS, Ajuntament de Barcelona and Conselleria de Cultura/ Generalitat de Catalunya

10:00-11:30h KEYNOTE SPEECH
THE GLOBAL GALLERY

THADDAEUS ROPAC
Founder and Director, Galerie Thaddaeus Ropac, Paris/ London/ Salzburg

11:30-11:50h COFFEE BREAK

12:00-13:30h PANEL DISCUSSION
THE EVOLVING FAIR SITUATION

VICTORIA SIDDALL, Director of Fairs, Frieze, London/New York

JEAN FRÉMON, President, Galerie Lelong, Paris/ New York

ELBA BENÍTEZ, Founder and Director, Galería Elba Benítez, Madrid

Moderator:
GEORGINA ADAM
Art market journalist, Financial Times and The Art Newspaper, London

13:30-15:30h LUNCH BREAK

15:30-16:30h WORKSHOP
LEGAL MATTERS FOR EUROPEAN GALLERIES. AN EXCHANGE OF IDEAS AND KNOWLEDGE

ANTOON OTT, Lawyer, Director of Artlaw, Amsterdam

ADRIAAN RAEMDONCK, President of F.E.A.G.A. and owner Galerie De Zwarte Panter, Antwerp

In collaboration with the Federation of European Art Galleries Association (F.E.A.G.A.)

16:30-18:00h PANEL DISCUSSION
CURATED GALLERY PROGRAMMES

JOCELYN WOLFF, Founder and Director, Galerie Jocelyn Wolff, Paris

OSSIAN WARD, Head of Content, Lisson Gallery, London/New York/Milan

CARLES GUERRA, Director, Fundació Antoni Tàpies, Barcelona

Moderator:
SABRINA AMRANI
Founder and Director, Galería Sabrina Amrani and President of Arte_Madrid

18:00-18:30h COFFEE BREAK

18:30-19:30h **Guided tours of MACBA's current exhibitions**
Hard Gelatin. Hidden Stories from the 80s, with curator Teresa Grandas
MIRALDA MADEINUSA, with the artist

20:30-22:00h WELCOME RECEPTION
Venue: Hotel Alma | Location: Mallorca, 271

DAY 2 — TUESDAY, JAN 17

10:00-11:30h PANEL DISCUSSION
THE STRENGTHS AND BENEFITS OF THE MID-SIZED GALLERY

ADAM SHEFFER, Partner and Sales Director, Cheim & Read and President of ADAA, New York
LISA SCHIFF, Founder of Schiff Fine Art, New York
MARTIN AGUILERA, Head of Sales, Mendes Wood Gallery, São Paulo/New York

Moderator:
MELANIE GERLIS
Columnist, Financial Times and Editor at large, The Art Newspaper, London

In collaboration with the Art Dealers Association of America (ADAA)

11.30-11.50h COFFEE BREAK

12.00-13.30h PANEL DISCUSSION
NEW MODELS IN COLLABORATION: THE GALLERY AND AUCTION HOUSE RELATIONSHIP

SUSAN DUNNE, President Pace Gallery, New York
FRANÇOIS CHANTALA, Partner, Thomas Dane Gallery, London
SIMON DE PURY, Founder and Partner of de Pury de Pury, London
MARTIN KLOSTERFELDE, Senior Director, Senior Specialist, Contemporary Art, Sotheby's, London

Moderator:
JEFFREY BOLOTEN
Course Leader, Art and Business Programme, Sotheby's Institute of Art, London

13.30-15.30h LUNCH BREAK

15:00-16:15h
AULA 0

PARALLEL SESSIONS 1
CONVERSATION | In Spanish
CÓMO ATRAER PÚBLICO A LAS GALERÍAS ESPAÑOLAS / HOW TO ENGAGE VISITORS TO SPANISH GALLERIES

CARLES CASALS, Co-Director, L'Arcada Galeria d'Art, Blanes and Chair of Gremi de Galeries d'Art de Catalunya

ELISABET PUEYO, Head of Marketing and Promotion at the Museu Nacional d'Art de Catalunya

In collaboration with the Gremi de Galeries d'Art de Catalunya

15:30-16:30h
AUDITORI

PRESENTATION
ARCHITECTURE FOR ART. GALLERY SPACES

SIMONA MALVEZZI, Partner, Kuehn Malvezzi, Architetcs, Berlin
MORITZ KÜNG, Independent curator and editor, Barcelona

16:30-17:30h
AULA 0

PARALLEL SESSIONS 2
CONVERSATION | In Spanish
CÓMO INTERNACIONALIZAR NUESTRAS GALERÍAS / HOW TO INTERNATIONALISE OUR GALLERIES

JOAN ANTON MARAGALL, President, Galeria Trama/Galeria Parés and President of Art Barcelona

MARIA BARÓ, Founder and Director, Baró Galeria, São Paulo

CRISTINA MAYORAL, Director of Mayoral Espai d'Art, Verdú

16:30-18:00h
AUDITORI

CONVERSATION
SOCIAL MEDIA. ANALYSING YOUR INVESTMENT

OSSIAN WARD, Head of Content, Lisson Gallery, London/NY, Milan

JESSE RINGHAM, Director of Digital, SUTTON, London

Introduced by **TANYA BARSON**, Chief Curator, MACBA,

18.00-19.00
AUDITORI

CLOSING SESSION
SUMMARISING THE SYMPOSIUM

GEORGINA ADAM, Art market journalist, Financial Times and The Art Newspaper, London

ADAM SHEFFER, Partner and Sales Director, Cheim & Read and President of ADAA, New York

19:00-19:30h

FAREWELL DRINK