

GLOBAL ART FORUM_5

MONDAY 14 MARCH

(Doha)

10.30 – 10.45 Welcome address by Mathaf: Arab Museum of Modern Art

10.45 – 15.30 Global Art Forum_5: Changing Audiences *(Day 1)*

Presented by Art Dubai and the Dubai Culture & Arts Authority (Dubai Culture) in partnership with Mathaf: Arab Museum of Modern Art, Qatar, Abu Dhabi Authority for Culture and Heritage (ADACH) and Ministry of Culture, Kingdom of Bahrain. Includes Keynotes, panel discussions and presentations introducing the theme of Changing Audiences.

10.45 – 11.15 Presentation: Audiences: How much do we really care?

Chris Dercon, Director, Tate Modern, London

11.15 – 12.30 Discussion: Producing Audiences

Chair: **Wassan Al-Khudhairi**, Director, Mathaf: Arab Museum of Modern Art, Doha

Brahim Alaoui, Director of the Cultural Program, 2010 Marrakech Art Fair, Marrakech

Pierre Bal Blanc, Director, CAC Brétigny, Centre d'Art Contemporain de Brétigny, Paris

Sofía Hernández Chong Cuy, Curator of Contemporary Art, Colección Patricia Phelps de Cisneros, New York

12.30 – 13.30 Lunch

Location: Mathaf: Arab Museum of Modern Art

13.30 – 15.30 Discussion: Soft Institutions

Moderator and introductory remarks: **Chus Martínez**, Agent, Member of Core Group; Head of Department, Curatorial Office of the Artistic Director, Kassel

Artists' presentations:

Shaina Anand, Artist, Co-Initiator of CAMP and Pad.ma, Mumbai

Wafaa Bilal, Artist, New York

Sebastian Lütger, Artist, Programmer, Writer, Co-Founder of Pad.ma, Berlin/Mumbai

WEDNESDAY 16 MARCH

(Dubai)

12.00 – 13.30 Global Art Forum Lunch on the beach hosted by Mathaf: Arab Museum of Modern Art and the Qatar Museums Authority.

Meet the curators behind Doha's newly opened Mathaf: Arab Museum of Modern Art.

Access: VIP and Collectors' Circle cardholders only

14.00 – 17.00 Global Art Forum_5: Changing Audiences *(Day 2)*

FASCINATION: WHEN ART MET FASHION

Location: Fort Island, Madinat Jumeirah

14.00 – 14.45 Conversation: Ever Diaghilev

Hans Ulrich Obrist, Co-Director, Exhibitions and Programmes, and Director of International Projects, Serpentine Gallery, London

Francesco Vezzoli, Artist, Milan

14.45 – 15.30 Presentation: High Price. Art between the Market and Celebrity Culture

Isabelle Graw, Art Critic, Professor of Art Theory and Art History, Staatliche Schule für bildende Künste (Städelschule)

Frankfurt am Main; Co-Founder of *Texte zur Kunst*; author of *High Price. Art between the Market and Celebrity Culture* (2010),

Berlin/Frankfurt

15.30 – 16.30 Conversation: Fashion Houses Art Patrons
Chair: **Philip Tinari**, Editor-in-Chief, *LEAP*, Beijing
Germano Celant, Director, Fondazione Prada, Milan
Grazia Quaroni, Curator, Fondation Cartier pour l'art contemporain, Paris

16.30 – 17.00 Presentation: Global Art Forum _5 Artist in Residence*
Natascha Sadr Haghighian, Artist, Frankfurt/Bayqongyr

18.00 – 19.00 Presentations on projects and cities by the 2011 Global Art Forum Fellows
Emrah Gökdemir (*Antakya*), Salauddin Ahmed (*Dhaka*), Mirna Bamieh (*Jerusalem*), Sumbul Khan (*Karachi*), Sohrab M. Kashani (*Tehran*) and Noor Al Suwaidi (*UAE*)
Location: Art Park

THURSDAY 17 MARCH

11.00 – 12.00 Workshop: The Artist/Dealer Relationship
Jo Backer Laird, Of Counsel, Patterson Belknap Webb & Tyler LLP, New York
Location: Fort Island, Madinat Jumeirah

12.00 – 13.30 Global Art Forum Lunch on the beach hosted by Abu Dhabi Authority for Culture and Heritage (ADACH)
Location: Layali tent, Madinat Jumeirah
Access: VIP and Collectors' Circle cardholders only

14.00 – 17.00 Global Art Forum_5: Changing Audiences (*Day 3*)
FASCINATION: WHEN ART MET FASHION (*continued*)
Location: Fort Island, Madinat Jumeirah

DISAPPOINTMENT MANAGEMENT: ARTISTS & AUDIENCES
Location: Fort Island, Madinat Jumeirah

14.00 – 15.00 Discussion: Magazines: A Short History of Collusion
Chair: **Shumon Basar**, Writer and Editor, London
Jack Bankowsky, Editor-at-Large, *Artforum*, New York
Masoud Golsorkhi, Editor-in-Chief, *Tank*, London
Isabelle Graw, Art Critic, Professor of Art Theory and Art History, Staatliche Schule für bildende Künste (Städelschule) Frankfurt am Main; Co-Founder of *Texte zur Kunst*; author of *High Price. Art between Celebrity Culture and the Market* (2010), Berlin/Frankfurt
Joerg Koch, Founder and Editor-In-Chief, *032c*, Berlin

15.00 – 15.45 Conversation: Transfer - Film and Fashion Imagery
Chair: **Stuart Comer**, Curator: Film, Tate Modern, London
Penny Martin, Editor-in-Chief, *The Gentlewoman*; Professor of Fashion Imagery, London College of Fashion, University of the Arts London, London
Rémi Paringaux, Creative Director and Founder, *POST*, London
Francesco Vezzoli, Artist, Milan

15.45 – 16.30 Conversation: Art is Business
Chair: **Nav Haq**, Exhibitions Curator, Arnolfini, Bristol; 2011 Curator, MARKER, Art Dubai
Liu Ding, Artist, Curator, Beijing
Sylvia Kouvali, Director, Rodeo, Istanbul
Carol Yinghua Lu, Art Critic, Curator; contributing editor, *frieze*; Co-Editor, *Contemporary Art & Investment*, Beijing

16.30 – 17.00 Conversation: Artistic Olympiads and the pressures of national representation
Chair: **Salwa Mikdadi**, Head of Arts and Culture, Emirates Foundation for Philanthropy, Abu Dhabi
His Excellency Omar Saif Ghobash, UAE Ambassador to Russia, Dubai/Moscow
Sultan Sooud Al Qassemi, Founder of the Barjeel Art Foundation; Chairman of Meem Gallery, Sharjah

FRIDAY 18 MARCH

12.00 – 13.00 Workshop: How to protect your rights in your work: Copyright and moral rights in the age of the internet

Jo Backer Laird, Of Counsel, Patterson Belknap Webb & Tyler LLP, New York

Location: Fort Island, Madinat Jumeirah

12.30 – 13.30 Lunch hosted by the Steering Committee for the Saudi Pavilion at the 54th Venice Biennale

Meet the artists, Raja and Shadia Alem and curators, Mona Khazindar and Robin Start, behind Saudi Arabia's first participation at the Venice Biennale

Location: Abraaj Capital Lounge, Water Terrace

Access: VIP and Collectors' Circle cardholders only

14.00 – 17.45 Global Art Forum_5 Changing Audiences (*Day 4*)

DISAPPOINTMENT MANAGEMENT: ARTISTS & AUDIENCES

The standard response when asking a writer 'Who do you write for?' is a smug, self-contained, 'Myself.' Here are a series of quick-fire reflections on whether artists, critics and institutions codify the idea of audiences, and into how - and why - they operate the way they do.

Location: Fort Island, Madinat Jumeirah

Access: Open to all

14.00 – 14.45 Talk: Blah Blah: On the Currency of Talking

Shumon Basar, Writer and Editor, London

14.45 – 15.30 Talk: engineers, analysers, and profiteers: in place of the public

Vasif Kortun, Director of Research and Programs, SALT, Istanbul; Curator, UAE Pavilion for the Venice Biennale 2011

15.30 – 16.15 Talk: Why art? The primacy of audience

Suhail Malik, Reader in Critical Studies, Department of Art, Goldsmiths, London

16.15 – 17.00 Talk: Hacks, sycophants, pedants and fools: In defense of the press as public

Kaelen Wilson-Goldie, Writer and Critic, Beirut

17.00 – 17.45 Presentation: *Molla Nasreddin: the magazine that would've, could've, should've*

Slavs and Tatars, Artists, New York/Kolumna/Moscow

SATURDAY 19 MARCH

12.00 – 13.00 Workshop: Commissions of Art: Dealing with Museums, Corporations and Governments

Jo Backer Laird, Of Counsel, Patterson Belknap Webb & Tyler LLP, New York

Location: Art Park

* In 2010, an artist-in-residence programme was launched alongside the Global Art Forum. That year, Haig Aivazian and Shumon Basar were commissioned to take the discussions at the forum as source material for a series of performance-lectures. Natascha Sadr Haghighian is the 2011 Global Art Forum artist-in-residence. Working with the programme as it evolved prior to the fair, Sadr Haghighian's project involved developing a trail of bibliographic references through the four days of talks; the completed project is hosted by www.artdubai.ae. Sadr Haghighian's compilation of recommended reading and viewing matter for each themed discussion at the Forum embraces the idiosyncratic nature of the journeys that we typically take while researching online, and plays with the idea of bibliographical reference – and, more generally, also what it means to 'provide' knowledge or information.