

# CONTEMPORARY ART AND TERRITORY: A NEW CHALLENGE FOR ROME

**MAXXI**

*Rome, October 13 th 2014*

## Introduction

Contemporary art markets are facing a complex adjustment phase, both due to the changing of the economical environment and to the many actors who influence business and financial trends.

Starting a multiple voice reflection, easing and deepening the knowledge of this growing system is important to analyze its dynamics, to investigate the impact of communication and to focus on the relations of creativity towards urban spaces, in order to give worth to economy, society and urban life quality.

While the economic crisis we are living has indefinable outcomes, contemporary art, on the contrary, does not show any sign of retreat. Made strong by the acknowledgment obtained in the last years, contemporary art is launching its final attack to conquer urban spaces so to reconcile itself with the social energy of cities.

As a contemporary language, contemporary art interprets, stimulates and provokes urban culture, breaking up traditional definitions and imposing new roles.

The value of contemporary art is, nonetheless, central in a panorama where creativity is, for cities, the indispensable tool to represent identities in a complex and sophisticated society as the one we are living in. Contemporary art markets reflect on the array of virtues, of relations and on the dynamics that a huge group of actors (aka artists, critics, experts, merchants, art dealers, curators, etc.) is generating in an unforeseeable way.

The relationship between urban territories and the complex dynamics within the contemporary art system contributes to the creation of values involving cities, imaginaries, citizens, investors and generates a synthesis that already talks of the future developments of the market.

Thanks to this awareness and to the need to be oriented in a rapidly evolving scenario as contemporary art is, this multiple voice meeting wants to portray and state the situation of a system where artists are creative, museums are didactic, collectors are passionate, markets and organizations are restless.

Rome, a fertile territory where contradictions between contemporary art and the inner Italian soul are visible, and where history is both cage and frame for programmatic visions, being innovative represents the most challenging objective for urban spaces and for society itself.

## Programme

**09.30** Registration and Welcome

**10.15** Giovanna **Melandri**, *president of MAXXI Foundation*  
**Welcome Address**

**10.30** Michele **Trimarchi**, *economist – University of Bologna*  
**Inside Pandora's Box: issues, dilemmas, horizons**

**11.00** round table

### **Tools and Perspectives: operational proposal**

*moderates*

Paolo **Conti**, *journalist - Corriere della Sera*

*attend*

Silvia **Evangelisti**, *curator and art historian – University of Bologna*

Massimo **Sterpi**, *lawyer - Jacobacci&Associati*

Carlo **Gasparri**, *urbanist - University of Naples Federico II*

Marilena **Pirrelli**, *journalist - ArtEconomy 24*

Margherita **Guccione**, *director - Maxxi Architecture*

**12.50** Marilena **Vecco**, *economist - Erasmus University Rotterdam*

Giacomo **Di Benedetto**, *engineer- BVisible*

**Determinants of the price of works of art: Dutch contemporary art market**

**13.10** Stefano **Monti**, *economist - Monti & Taft*

**Margins of Growth: what future for the art market in Italy?**

## Speakers

Speakers lined up are professionals with an international background. Their experiences refer to real estate market, museums, urban dynamics, finance, collecting, management and curatorship. They will contribute to a comprehensive meeting with a multi-topic approach.

**Giovanna Melandri** | President of Maxxi Foundation since 2012. As Minister for Heritage and Culture (1998-2001) she has been involved in the restructuring of department. She promoted the approval of the Consolidated Law on Cultural Assets, has supported the strengthening of the artistic activities and entertainment, has announced numerous competitions for the creation of new spaces for culture, has given impetus to the restoration of heritage within the Framework Programme Agreements between State and Regions.

**Michele Trimarchi** | PhD in Economics (Buckingham), teaches Economic Analysis of Law (Catanzaro) and Cultural Economics (Bologna). He is part of the Scientific Committee of Tafter Journal and editorial board of Creative Industries Journal. Expert in economics and political culture, he is National Correspondent of the European Museum Forum. He has been a technical consultant to public institutions and economic expert in international cultural cooperation projects.

**Paolo Conti** | He is a journalist, born in Rome in 1954. He works for the Corriere della Sera since 1980. He has authored reports on former Jugoslavia, Albania, India, Bangladesh, Ethiopia and the Republic Democratic Republic of Congo. His work has often found land in Iran. Meets every day at questions of the Romans to the heading "A city, a thousand questions," bringing together the world of network with that of the inhabitants of the capital, the world of journalists with that of the readers.

**Silvia Evangelisti** | PhD in Art History, teaches at the School of Humanities and Heritage Cultural (Alma Mater Studiorum, Bologna) and History and Art Criticism (Academy of Fine Arts, Bologna). He drove for nine years Art Fair, exhibition of Contemporary Art (Bologna). He has held appointments at institutions in the field of Public Administration culture. Already in the Scientific Committee of international fairs (ShContemporary and UniCredit &Art), is artistic consultant and coordinator of cultural events.

**Massimo Sterpi** | Lawyer, partner in Jacobacci, with a degree in Law at the University of Turin and Diploma at King's College London on Copyright. He specializes in property intellectual, with a focus on copyright and art. Avid collector, has represented artists, institutions and collectors world-renowned in the most important courts International Justice. He is Chairman of the Committee on Art, Law of Succession and Institutions Cultural IBA (International Bar Association).

**Carlo Gasparrini** | Architect and Professor of Urban Planning at the Faculty of Architecture University of Naples Federico II. He was a consultant for Public Administration and Research Institutes in the field of building and testing the technical and operational audit for public works. Expert in regulatory coordination and planning of urban and architectural restoration work of historic centers, in particular in the Naples area.

**Marilena Pirrelli** | Journalist of Economics and Finance for Il Sole 24 Ore, realizes the section "ArtEconomy24" in his role as Head of the channel. She is the Scientific Coordinator of the Master of Art in Economics and Management of Cultural Heritage of Il Sole 24 Ore, where she teaches as an expert Business Art, Art Investment and Media Relations. Care conferences and debates on the economy of culture and the art market at the major Italian universities, banks, federations category, public and private institutions.

**Margherita Guccione** | Architect, is director of MAXXI architecture and the architecture of the Service PARC - General Directorate for the quality and protection of the landscape, architecture and contemporary art of the Ministry for Cultural Heritage and Activities. Since 1999, following the design of the MAXXI by Zaha Hadid, and then the site of construction work. She has curated several exhibitions and events directly on specific themes and figures of contemporary architectural debate (Toyo Ito. 1 to 200, Backyard copyright. Workscape, atlas italianoo07.rischio landscape)

**Marilena Vecco** | PhD in Economics at the Sorbonne. She teaches Cultural Economics at the University Erasmus of Rotterdam. She is an expert of cultural enterprises and management, with a focus on tangible and intangible artistic heritage and markets. She has been a consultant for various public organizations and private (the Organization for Economic Cooperation and Development, the World Bank and the Commission European Union). She is currently the Scientific Coordinator of the project IAPP Glocalfineart, as part of European Marie Curie program.

**Giacomo Di Benedetto** | PhD in Biomedical Engineering. He is the co-founder of Bvisible, a startup that deals with software design, complex mathematical models and data processing. He has worked in several research groups at the Politecnico di Milano, the National Institute of Health, the School of Study and Sant'Anna, Turin Polytechnic, the University Hospital of Zurich, and also at private research groups. He is currently a senior researcher of the project IAPP Glocalfineart, part of the European Marie Curie.

**Stefano Monti** | CEO of Monti&Taft, consulting and design culture. Specialized at the London School of Economics, teaches Corporate Social Responsibility (University of Tor Vergata, Rome). He is the author of publications on Cultural Economics and Planning, and a speaker at conferences on topics related to the Law on Cultural Heritage and the Development of the Territory through Culture. It is Editorial Director of Tafter, webzine of cultural economy, and Tafter Journal, a scientific journal on strategic connections between culture and territory.