



UNFOLD
ART BEYOND THE BRICS

“Increasing complexity on its own is not, however, the ultimate goal or end-product of these evolutionary processes. Evolution results in better answers, not necessarily more complicated ones. Sometimes a superior solution is a simpler one.”

RAY KURZWEIL, THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY

Art +
FINTECH 2.0

JUNE 1-29

2020

THE NEW AGE OF
DIGITAL DISRUPTION
& INNOVATION
WEBINAR SERIES

STRATEGIC MEDIA PARTNERS

artnet ARTnews

Art in America
THE PROGRAM
Art & Tech newsletter



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CT.COM

FOREWORD

BY RACHEL REKKAB
FOUNDER ARTEM HOLDINGS

Artem Holdings was founded in 2016 as an independent, privately funded global events, conferences and consulting company focusing on the contemporary art market with its headquarters in Dubai, United Arab Emirates.

UNFOLD Art XChange was conceived to bring together an unparalleled B2B art business conference and summits platform. It aims to become one of the largest multicultural art exchanges and the referential art talks platform that brings together diverse cultures across local, regional and international art landscapes.

Our inaugural edition of the Art + FinTech summit took place from the 7-9 March 2019 in Manama, Bahrain as part of the fourth edition of Art Bahrain Across Borders, ArtBAB, managed by Art Select and under the host sponsorship and patronage of Her Royal Highness Princess Sabeeka bint Ibrahim Al Khalifa, Wife of the King of Bahrain. We explored the role of Blockchain tools in building a more transparent art market as well as uncovered existing use cases including using Blockchain powered provenance registries for the major auction houses. We also covered fractional ownership of the works of art and its potential for the Chinese market adoption. Artists and artistic creation with artificial intelligence and copyright issues as well as AI innovations for attribution, augmented creativity and forecasting art trends were also being discussed. The use of big data analytics to help collectors better manage liquidity, risk and volatility were being debated. Virtual Reality as a game changer for the arts was one of the key highlights at the summit. Collectors and private VR museum owners came together and discussed new audiences, business models and creativity that can be created through 360 experiences and the possibility of VR private museums reaching 1 billion users.

In light of the current global situation regarding COVID-19, nearly a third of the globe is in the moment of forced isolation and the superfluously crammed art world is at an unparalleled standstill. UNFOLD Art XChange has decided to address the need to speed up the global transition towards a digital art economy with the launch of the **Art+ FinTech 2.0** weekly summer webinar series for the month of June with the theme **'The New Age of Digital Disruption and Innovation'**.

We are delighted to announce that **Georg Bak, Art Advisor and Curator in Crypto and Blockchain, Digital, Generative and Early Computer Art** will be joining our curatorial advisory board to help develop the content programming for this upcoming edition.

With inevitable cancellations and postponements of art fairs, temporary closures of galleries and museums and contingency measures announced every other day, we will explore how the coronavirus pandemic is pushing the complex art world into an era of digitization and online.

I would urge you to support this new digital revolution initiative. I hope this webinar series will offer a new and stimulating virtual experience, bringing together many more thought provoking leaders in the art world to share best practices in helping us to further innovate and come out stronger after the pandemic.



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CURATORIAL ADVISORY BOARD



GEORG BAK | ART ADVISOR & CURATOR
Crypto + Blockchain Art, Zug, Switzerland

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Chair Art Identification Standard (AIS)



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Artnome, Boston, USA



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London, UK
Contributor to the Financial Times, the Art Newspaper



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Art in America, New York, USA
AIA The Program Art & Technology

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Investor, Collector & Writer



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Monticule Art Advisory, New York, USA



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MOYOSA Media, Berlin, Germany
Co-Founder The Kremer Collection

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Blockchain.art, San Francisco, USA



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Chairman of the Board TEFAF



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dada.art, New York, USA



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Magnus App, New York, USA



CHRISTIANE PAUL, PH.D. | CHIEF CURATOR & DIRECTOR
Sheila C. Johnson Design Center Parsons School of Design, the New School, New York, USA
Adjunct Curator of Digital Art, Whitney Museum of American Art

INTERNATIONAL PRESENTERS

ART PROFESSIONALS (CONTINUED)



SABINE HIMMELSBACH | DIRECTOR
HeK (House of Electronic Arts Basel)
Basel, Switzerland



ADRIANO PICINATI DI TORCELLO |
DIRECTOR - GLOBAL ART & FINANCE
COORDINATOR
Deloitte, Luxembourg City, Luxembourg



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DIRECTOR
Pari Dust, New York, USA



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PARTNERSHIPS
Artnet, New York, USA



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MULTIMEDIA ARTISTS
New York, USA



ROBERT READ | HEAD OF ART & PRIVATE
CLIENTS
Hiscox, London, UK



NIKO KIPOUROS | FOUNDER & CEO
4ARTechnologies, Zug, Switzerland



ALFRED WEIDINGER | NEW
SCIENTIFIC DIRECTOR
Upper Austrian State Museum, Linz,
Austria



PAUL MCCARTHY | ARTIST
California, USA

BLOCKCHAIN & CRYPTOART DEVELOPERS AND INNOVATORS



ALEX ATALLAH | CO-FOUNDER & CTO
OpenSea, New York, USA



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CO-FOUNDERS
Nifty Gateway, California, USA



NATE GEIER | CEO
Mintbase, Berlin, Germany



DEVIN FINZER | CO-FOUNDER & CEO
OpenSea, New York, USA



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Cryptovoxels, Wellington, New
Zealand



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NonFungible.com, Paris, France



JOSEPH LUBIN | FOUNDER
Consensys, New York, USA
Co-Founder Ethereum



AARON WRIGHT | FOUNDER
OpenLaw, Consensys, New York, USA



JOHN CRAIN | CO-FOUNDER & CEO
SuperRare, California, USA

WEBINARS

EASTERN DAYLIGHT TIME (EDT)

MONDAY, JUNE 1

10:00

OPENING KEYNOTE: ART & TECHNOLOGY

Digitization & Virtualization of the Art Market

SPEAKER:



ADRIANO PICINATI DI TORCELLO |
DIRECTOR - GLOBAL ART & FINANCE
COORDINATOR
Deloitte, Luxembourg City, Luxembourg

10:15

KEYNOTE: GLOBALISATION AND DEMOCRATISATION OF THE ART MARKET

The Growth of the Online Art Trade

SPEAKER:



ROBERT READ | HEAD OF ART & PRIVATE
CLIENTS
Hiscox, London, UK

10:30

PANEL DISCUSSION: THE MILLENNIAL GENERATION

How are Young Collectors Driving the Online Art Marketplace?

MODERATOR:



ANDERS PETTERSEN |
FOUNDER & MANAGING DIRECTOR
ArtTactic, London, UK

PANELISTS:



MARIA BAIBAKOVA |
FOUNDER & DIRECTOR
Baibakova Art Projects,
London, UK



ASTRID HILL | PRESIDENT &
FOUNDER
Monticule Art Advisory, New
York, USA



MAGNUS RESCH | FOUNDER
Magnus App, New York, USA



PARI EHSAN | FOUNDER &
CREATIVE DIRECTOR
Pari Dust, New York, USA



EUGENIO RE REBAUDENGO |
FOUNDER
ARTUNER, London, UK

NEW MEDIA ART WEEK JUNE 8-12

MONDAY, JUNE 8

10:00

PANEL DISCUSSION: COLLECTING IN THE DIGITAL AGE

Building a New Media Art Collection and Challenges for Preserving and Exhibiting

MODERATOR:



BRIAN DROITCOUR | ASSOCIATE & ONLINE
EDITOR
Art in America, New York, USA
AIA The Program Art & Technology

PANELISTS:



ANNE & MICHAEL SPALTER |
CO-FOUNDERS
The Anne + Michael Spalter
Digital Art Collection, New
York, USA



SABINE HIMMELSBACH |
DIRECTOR
HeK (House of Electronic Arts
Basel) Basel, Switzerland



ANITA ZABLUDOWICZ |
FOUNDER
Zabludowicz collection, London,
UK

FRIDAY, JUNE 12

12:00

PANEL DISCUSSION: THE UPHILL BATTLE

Will Borderless Reality go Mainstream?

PANELISTS:



MASHA & JENS FAURSCHOU |
CO-FOUNDERS
Khora Contemporary,
Copenhagen, Denmark



ANITA ZABLUDOWICZ |
FOUNDER
Zabludowicz collection,
London, UK



PAUL MCCARTHY | ARTIST
California, USA

WEBINARS

EASTERN DAYLIGHT TIME (EDT)

FRIDAY, JUNE 12 (CONTINUED)

11:15

NETWORKING

11:30

FIRESIDE CHAT: 360 VIRTUAL TOURS VS VIRTUAL REALITY

Transcending Perceptions in Virtual Landscapes

PANELISTS:



JOEL KREMER | PARTNER
MOYOSA Media, Berlin, Germany
Co-Founder The Kremer Collection



DOMINIQUE & SYLVAIN LEVY |
CO-FOUNDERS
dslcollection, Paris, France

BLOCKCHAIN FORTNIGHT CHAPTER JUNE 15-26

MONDAY, JUNE 15

10:00

A NEW FORCE IN IDENTIFICATION

How can AIS help Digital Integration and Establish Greater Data Trust for the Art Market?

MODERATOR:



MARIANNE MAGNIN | UK MANAGING DIRECTOR
Arteia, London, UK
Chair Art Identification Standard (AIS)

PANELISTS:



NANNE DEKKING | FOUNDER
& CEO
Artory, New York, USA
Chairman of the Board TEFAF



SERENA TABACCHI | FOUNDER
& DIRECTOR
MoCDA, London, UK



BERNADINE BRÖCKER |
CO-FOUNDER & CEO
Vastari, London, UK



ANNIKA ERIKSON | FOUNDER
Articheck, London, UK



NIKO KIPOUROS | FOUNDER & CEO
4ARTechnologies, Zug, Switzerland

FRIDAY, JUNE 19

10:00

IN CONVERSATION WITH JOSEPH LUBIN

INTERVIEWER:



GEORGINA ADAM | JOURNALIST & AUTHOR
London, UK
Contributor to the Financial Times, the Art Newspaper

FOUNDER
Consensys, New York, USA
Co-Founder Ethereum



Joseph Lubin will discuss the decentralized future of a new art economy powered by Ethereum blockchain infrastructure.

10:30

NETWORKING BREAK

10:45

IN CONVERSATION WITH GAUTHIER ZUPPINGER

INTERVIEWER:



JASON BAILEY | FOUNDER
Artnome, Boston, USA

CO-FOUNDER & COO
NonFungible.com, Paris, France

Gauthier Zuppinger will present the latest release of Art and Blockchain NFT report.



WEBINARS

EASTERN DAYLIGHT TIME (EDT)

FRIDAY, JUNE 19 (CONTINUED)

11:00

PANEL DISCUSSION: EVOLUTION OF BLOCKCHAIN COLLECTIBLES

Pushing New Frontiers for Digital Art through NFTs

MODERATOR:



JASON BAILEY | FOUNDER
Artnome, Boston, USA

PANELISTS:



JUDY MAM | CO-FOUNDER
dada.art, New York, USA



JOHN CRAIN | CO-FOUNDER & CEO
SuperRare, California, USA



DEVIN FINZER | CO-FOUNDER & CEO
OpenSea, New York, USA



ALEX ATALLAH | CO-FOUNDER & CTO
OpenSea, New York, USA



DUNCAN & GRIFFIN COCK FOSTER | CO-FOUNDERS
Nifty Gateway, California, USA

12:45

13:00

NETWORKING BREAK

FIRESIDE CHAT: CRYPTO ART & VR:

Tokenization via Blockchain-Powered VR Realms

MODERATOR:



JASON BAILEY | FOUNDER
Artnome, Boston, USA



NATE GEIER | CEO
Mintbase, Berlin, Germany



BEN NOLAN | FOUNDER
Cryptovoxels, Wellington, New Zealand

MONDAY, JUNE 22

10:00

PANEL DISCUSSION: THE BLUE CHIP ART MARKET ON THE BLOCKCHAIN

Can Blockchain offer the Art World Ecosystem a "White Glove Solution" and Achieve Maturity?

PANELISTS:



CHRISTINA STEINBRECHER-PFANDT | CO-FOUNDER
Blockchain.art, San Francisco, USA



ADAM LINDEMANN | FOUNDER
Venus Over Manhattan, New York, USA
Investor, Collector & Writer



JOHANN KOENIG | FOUNDER
Koenig Galerie, Berlin, Germany



ALFRED WEIDINGER | NEW SCIENTIFIC DIRECTOR
Upper Austrian State Museum, Linz, Austria

FRIDAY, JUNE 26

10:00

PANEL DISCUSSION: ARTS PATRONAGE VIA THE BLOCKCHAIN LEDGER

Public Key/ Private Key

PANELISTS:



JENNIFER & KEVIN MCCOY | MULTIMEDIA ARTISTS
New York, USA



CHRISTIANE PAUL, PH.D. | CHIEF CURATOR & DIRECTOR
Sheila C. Johnson Design Center
Parsons School of Design, the New School, New York, USA
Adjunct Curator of Digital Art, Whitney Museum of American Art



AARON WRIGHT | FOUNDER
OpenLaw, Consensys, New York, USA

MONDAY, JUNE 29

10:00

PANEL DISCUSSION: CRISIS VS OPPORTUNITY

Is Digitization the Answer to a Sustainable Art Market Ecosystem?

PANELISTS:



SOPHIE NEUENDORF | VP, STRATEGIC PARTNERSHIPS
Artnet, New York, USA

JOIN THE DIGITAL REVOLUTION

THIS WEBINAR SERIES IS DESIGNED FOR:

ART PROFESSIONALS THAT COMPRISES OF:

- Gallerists
- Art Dealers
- Artists
- Art Patrons
- Private Museum Owners
- Museum Directors
- Art Collectors
- Art Consultants, Advisors and Curators
- Art Advisors and Curators
- Philosophers and Cultural Theorists
- Art Economists
- Art Researchers

ART COMMUNITY THAT COMPRISES OF:

- Museums, Institutions and Foundations
- Galleries
- Auction Houses
- Artists' Estates
- Art and Technology Labs
- Online Art Platforms
- Art Fairs
- Art Commissions

LEADERS, DEVELOPERS, INNOVATORS AND ADOPTERS OF:

- Blockchain
- Artificial Intelligence
- Robotics
- Cybernetics
- Virtual Reality
- FinTech
- Ethereum
- Bitcoin
- Crypto
- Digitalization
- Wealth Management

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LOT-ART
THE ART INVESTMENT PLATFORM



#1 about touring exhibitions