After the Art, Panel

Nuri Richards, Sotheby's Institute of Art
AFTER THE ART
Points of View on Art Value

UNTITLED, ART.

Sotheby’s INSTITUTE OF ART

Nuria Richards-Norell
Master’s Project
New York, 2016

Untitled Miami Beach 2016
“AFTER THE ART”
Art and Economy, a Conversation with Four Members of the Art Community
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INTRODUCTION

The present document represents a year of work and communication with members of the panel, sponsors, faculty and collectors. The project started in 2014 when I collaborated to participate in a project supporting a group of new collectors to create private educational programs regarding the art market and wealth diversification. In August 2016 this project was submitted to the UNTITLED Art Fair team to be considered as part of their programming.

Once “After the Art” was planned to be presented in a specific venue and in order to share the opportunity with Sotheby’s Institute of Art students to participate and gain experience in project planning an invitation was extended to third semester students attending to the New York campus for the period of Fall 2016.

The student would be in charge of the Marketing and Communication activities, which are briefly included in the following report, although the strategy and particular choices made by the student assigned for these activities will be discussed by him as part of his personal practice in an individual report.

Collaborating with the academic community at the New York Campus offered great leverage to the project since the operating offices of the art fair art based in Brooklyn. The panel was planned as part of my professional interest on the financial status of art collections, donations and the flow of Economy in arts and culture. The result was a conversation that show the deep concern that is shared by art advisors, artists, non-profits and patrons in regards the support of the creation of art as well as its promotion and conservation.

Although the points of view of the four speakers invited to the first edition of “After the Art” art of great value for understanding the structure of culture, other opinions and topics remain to be discussed in the future.
CHAPTER 1

CONTENT OF THE PANEL AND THE INTENSION TO CREATE DIALOGUE ABOUT THE ECONOMY OF ART
Why this panel?

For a fair that stands on the side of artist-run spaces and non-profit institutions it’s important to relate and promote a healthy development between art and organizations that collaborate on the success of these key initiatives. More than anything, today, open dialogue between ones and others is a significant start point. Which is why SIA Graduate Students propose “AFTER THE ART”, a speaker’s panel to bring the community together and create dialogue about the current participation of financial institutions in the life of art organizations.

After Graduate school, and personal experience, I came to notice there’s a topic in art that is hard to talk about, the role of money management. In a market where seven figure objects are owned by 1% of the world’s population, understanding the weight of money management of private collectors doesn’t resonate with non-profit organization missions, until it does.

Through my professional formation, both in Arts and Finance, I’ve crossed the intersection between the interests of both groups, from enthusiasts to experts, most of the times in the context of arts or in the one of finance, but just a very few times in a moment and way where these groups had a common ground of action.

Inviting these parties to share a point of view about the value of art, aside from its price, is especially important for education purposes. Artists, patrons, galleries and fairs are part of the day-to-day world’s economic dynamic as much as financial institutions. It’s worth to step aside the illusion of separation between the intangible of art value and the solid reality of economics, politics and social boil, and seek understanding about the relationship of art fellowships, museums, collections and the unspoken intervention of finance.

Nuri Richards
Master in Art Business SIA
Graduate Student
“AFTER THE ART”

Panel program (50 min.)
December 2, 2016
12:00 pm

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Media Channels

Back channels and online streaming to SIA campuses and Drucker School of Management at CGU (Sotheby’s Institute of Art L.A. Campus)
Twitter #aftertheart
Facebook https://www.facebook.com/events/283072042088253/
Wynwood Radio Streaming

Sponsors received a copy of “Art Business Today” by J. Hackforth – Jones and I. Robertson, published by SIA

Guest Speakers

- John Arena, Director of Art Lending US Trust
- Ana Sokoloff, Founder of Sokoloff+Associates
- Sergio Vega, Artist and Scholar
- WBX NY
CHAPTER 2

FLOW AND SUMMARY OF THE PANEL

As presented by the Communications Department of “After the Art”
PANEL PRESENTATION

When:
December 2nd, 2016
12:00 - 1:00 pm

What:
Panel to comment on the relationship between the intangible value of art, and the impact that economic and social events have in cultural institutions and art production, tracing the consequences that Global Economy has in art, museums and collections.

Where:
Radio Online Streaming #aftertheart
UNTITLED Miami Beach
Ocean Drive and 12th Street
Miami, FL

UNTITLED Miami Beach 2016, presents Untitled Radio, in partnership with Miami web-based station Wynwood Radio. Untitled Radio rakes the place of the customary program of conversations and talks by providing a unique and extensive program. Untitled Radio will broadcast live on Wynwood Radio’s web stream.

UNTITLED is a curated art fair for international galleries and nonprofit art spaces with a focus on emerging and midcareer contemporary art. The fifth edition of UNTITLED will be held in Miami Beach from November 30 - December 4, 2016.

PRESENTED by Nuria Richards & Dongyoon Park, Graduate Students SIA New York
GUEST SPEAKERS FOR RADIO PANEL

Ana Sokoloff
Founding partner of sokoloff + associates, llc.

Before founding her own advisory firm, she served as Vice President of the Department for Latin American Paintings at Christie's New York, where she was responsible for all business development, expertise, management, and department administration, as well as the coordination of its annual evening sales and the valuation of individual artworks.

A champion of contemporary Latin American art, Ms. Sokoloff was instrumental in broadening the market by introducing works of a new generation of artists into Christie’s auctions. Among the figures that she championed are Francis Alys, Gego, Helio Oiticica, and Doris Salcedo. Prior to joining Christie’s, Ms. Sokoloff worked as a Cataloguer for the Arcade Department at Sotheby’s, an Exhibition Coordinator at the Americas Society, and as the Director of Exhibitions and Cultural Programs at the Permanent Mission of Colombia to the United Nations, where she oversaw the cultural activities of the Colombian government in the United States and Eastern Canada.

Ms. Sokoloff has curated several exhibitions for international venues, given conferences, and written critical essays on contemporary and Latin American art for international art journals. She currently serves on the advisory board of the Americas Society and the Art Advisor’s Association of America (APAA), and is a certified USPAP appraiser. Ms. Sokoloff earned a law degree at the Universidad de los Andres, Bogotá, Colombia, and received a M.A. in Theory of Art History from Columbia University in New York.
Sergio Vega
Artist and Scholar

Sergio Vega attended the Whitney Museum of American Art Independent Study program in 1991-92 and received an MFA in sculpture from Yale University in 1996.

He has been a full time faculty at the University of Florida since 1999 and currently teaches in the photography and sculpture departments. He has participated in numerous international exhibitions including The 51st Biennale di Venezia, Italy, The 5th Biennal de Lyon, France, Soonsbeek 9, Arnhem, The Netherlands, The 5th Gwangju Biennial, Gwangju, South Korea, The 1st Yokohama Triennale, Yokohama, Japan, and The second Johannesburg Biennale, South Africa.

In June of 2006 he presented 'Crocodilian Fantasies' at Palais de Tokyo in Paris, his first solo exhibit at a European museum and was present in November 2006 'Tropicalounge', a solo show as part of the 'Momentum' series at the Institute of Contemporary Art in Boston.

Martin C. Liu  
President of the board at WhiteBox New York

Mr. Liu graduated from Cornell University and Rutgers School of Law in 1987; it was around this time when he started collecting and supporting cultural institutions, he is especially enthusiastic of non-profit proposals that link local communities to contemporary art.

He has been an active member on institutions like the Sculpture Center and the Studio School, the New York Academy of Art, and the Dumbo Arts Center from 2002-2004. Even though Mr. Liu is member of specific organizations’ boards he also gives collateral support to specific projects, like NYU Grey’s Gallery show by Alice Aycock’s Some Stories Are Worth Repeating in 2013 and Storm King’s production of Denis Oppenheim’s show in 2016.

Mr. Liu has been a board member at WhiteBox since 2002, where he has served as President for nine years.

WhiteBox was founded in 1998, nominated for “Best Group Show” by the International Art Critics Association for Plural Speech for a survey of Viennese Actionists Günter Brus and Hermann Nitsch.

WhiteBox is at a pivotal transitional stage; building upon its sixteen year legacy of presenting contemporary art in the spirit of the avant-garde and expanding its mission to incorporate an annual salon series, increasing sustained support and exposure for artists like Wafaa Bilal, Tania Bruguera, Regina José Galindo and Joaquín Segura.

John Arena  
Structured Credit Executive and subject matter expert for Art Lending at Bank of America’s Global Wealth and Investment Management business.

Mr. Arena graduated from City University of New Brooklyn College. He is an expert in Financial Structuring, New Business Development, Wealth Management, Commercial Lending, Risk Management and Alternative Investments.
Moderator: Nuria R. Norell

Nuri R. Norell is a professional in Arts Management, Graduate Student at Sotheby’s Institute of Art and currently developing a platform to guide a new generation of art collectors, cO+cO aRt.

cO+cO makes art collecting an approachable resource for wealth development and management.

COMPLEMENTARY EVENTS FOR SPONSORS

Art Advise Breakfast
Topic: How to do the best choices as a collector

When:
December 3rd, 2016
10:00 am

What:
Guests Omar Lopez Chahoud, Curatorial Director of UNTITLED Art Fair sharing his experience and perspective on collecting.

RSVP VIP ONLY

VIP UNTITLED TOUR
VIP tour held at UNTITLED Art Fair in the company of the fair’s moderator, artists and gallery founders.

When:
December 3rd, 2016
12:30 pm
ABOUT THE ORGANIZER
This panel started as part of a project at Sotheby’s Institute of Art and matured to become a star-up to think about the values of art, tangible and intangible, as a whole.

cO+cO aRt

cO+cO is an art-collecting star-up that seeks to create an approachable collecting practice, especially for new collectors. Our purpose is to satisfy our clients’ interest of acquiring art and enable wealth management resources to support their acquisitions.

Nuria Richards Norell
Director of Development

As a young collector myself, I have learned to take collecting choices that allow me to use my financial ability in the best way possible. Acquiring art has an impact in the daily basis; it enhances our surroundings in cultural, aesthetic and intellectual ways. These objects that we have a relationship with and that are meaningful to us also represent diversification of our estate.

This is why I started cO+cO, to help new collectors to approach art with awareness and give them the support they need through a wealth development structure. Collecting art is a fulfilling option on wealth management and personal growth.

nuria@cocoartfinance.com
Alexandra Meffert & Jorge Sanguino
Wild Palms

Dear Ms. Meffert and Mr. Sanguino,

We want to celebrate your participation at UNTITLED by joining us on the VIP breakfast for the panel

AFTER THE ART
Points of View on Art Value

The panel will take place during Miami’s Art Week at UNTITLED Miami Beach 2016, through the fair’s Radio station on Friday December 2nd from 12:00 – 1:00 pm.

Panel Members
Ana Sokoloff – Founder of Sokoloff + Associates
Sergio Vega – Artist and Scholar
John Arena – Wealth Management and Art Lending
WBX NY

The breakfast will be hosted at VENUE (### Brickell Ave, Miami, FL 33131) on Saturday December 3rd at 10:00 am. As guest speaker we’ll also receive Mr. Omar Chahoud, to share some comments about UNTITLED Art Fair.

Looking forward to counting with your participation,

Nuria Richards Norell
Sotheby’s Institute of Art -MAAB Graduate
co+co art – Development
PHOTOGRAPHIC ARCHIVE

Ana Sokoloff, Nuria Richards, Sergio Vega and John Arena
AFTER THE ART, Points of view on Art Value
UNTITLED Miami Beach 2016
By Dongyoon Park, Marketing and Communications “After the Art”
CONCLUSION

In the light of a new presidential structure in the United States the art community, as all the other service and products industries, will be facing changes and challenges in flow of liquidity but overall in the way analysis and dialogue is approached.

It is important to enable resources for artists, collectors, donors and cultural institutions to keep a relationship based on communication as well as build the instruments for theory and practice to capitalize culture independently of the market trends and demands.

“After the Art” has open de discussion for this generation to motivate the intension to pursue the understanding of the spectrum of the art value. Creating spaces for expression is part of the responsibility that the art community owes to itself, to culture and to art.

For this reasons information in all its capacities is of extreme significance, and finding the channels to share that information is equally important. More than ever we are able to share free information to educate and create awareness about culture. “After the Art” found its possibilities through technological online resources, while art itself is a personal experience information is a social one that depends on reaching out and we are in a world which technological development allows to create outlets of exploration that we must explode.