

*The Image*  
*of the*  
**Art**  
**Market**

Just What Is It that Makes the Art Trade Look  
so Different, so Alarming?

**The 2022 TIAMSA Conference**  
**12-13 September 2022**

**Technische Universität / Liebermann Villa, Berlin**

# Monday 12 September

Technische Universität Berlin

Main Building (Hauptgebäude), Straße des 17. Juni 135, 10623 Berlin, Room H 3005

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09:00

## Registration

09:30

## Welcome / Introduction

Meike Hopp (Technische Universität Berlin, DE)

Johannes Nathan (TIAMSA)

## Session 1 – The Larger Picture

Chair: **Veronika Korbei** (TIAMSA)

10:00

**Sarah Bakkali** (Château de Versailles, FR)

*“Art dealers” in Search of Legitimacy: The Shady Image of Art Market Players in Paris at the End of the Eighteenth Century*

10:30

**Joy Cador** (Columbia University, USA)

*Making Value from Ancient Cities to Victorian London: Lawrence Alma-Tadema’s Painting as an Image of the Victorian Art Market*

11:00

## Coffee Break

11:30

**Astrid Mania** (Hochschule für Bildende Künste, Hamburg, DE)

*Self-Fulfilling Prophecies: Contemporary Artworks Performing the Art Market*

12:00

**Temenuga Trifonova** (York University, Toronto, CA)

*The Art Market in Cinema*

12:30

## Discussion

13:00

## Lunch Break



## Session 2 – Portrait and Image

Chair: **Christian Huemer** (Belvedere Research Center, Vienna, AT)

14:30

**Babette Claassen** (Independent Dealer and Consultant, NL)

*Between Connoisseurship and Commerce: The Image of the Dutch Art Dealer in Contemporary Art between 1850 and 1917*

15:00

**Marie Taviner** (Royal Academy, London, UK)

*The Maecenas who Sold the Trove: Duveen's Image in the Press, 1920s and 1930s*

15:30

**Coffee Break**

16:00

**Gitta Ho** (Ministry of Culture, Paris, FR)

*"I posed a number of times." The Portraits of the Parisian Art Dealer Ambroise Vollard*

16:30

**Natasha Degen** (FIT – State University, New York, USA)

*Being Involved: The Image of Pop Art Collectors in the 1960s*

17:00

**Discussion**

### Round Table:

#### *Walking on a Tightrope? How the Market deals with its Image*

18:00

**Nikolaus Bernau** (Free Journalist, Berlin)

**Katharina Garbers-von Boehm** (Büsing Müffelmann Theye Attorneys at Law, Berlin)

**Meike Hopp** (Technische Universität Berlin)

**Michael Hutter** (Berlin Social Science Center)

**Wolfgang Wittrock** (Art Dealer, Berlin)

Moderator: **Johannes Nathan** (TIAMSA)

20:00

**Dinner** (self-paid)

# Tuesday 13 September

Liebermann Villa am Wannsee  
Colomierstr. 3, 14109 Berlin

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09:15

**Registration**

## Session 3 – Tools and Devices

**Chair: Marie Tavinor** (Royal Academy, London, UK)

09:30

**Diana Davis** (Independent, UK)

*A Glimpse of Immortality: Dealers and the Cult of the Catalogue, 1880-1920*

10:00

**Biancalucia Maglione** (University of Florence, IT)

*“Even the intellect has its rights”. The «Bollettino della Galleria del Milione» as a tool for Ghiringhelli’s self-representation and market declarations, between controversy and innovation (1932-1941)*

10:30

**Coffee Break**

11:00

**Alycen Mitchell** (Queen Mary University of London, UK)

*Sotheby’s ‘PB84’: A Blueprint for Capitalising on the New Market for Collectibles 1968-1982*

11:30

**Anita Archer** (University of Melbourne, AU)

*Nationalism, Tears and Pedagogy: How Sotheby’s and Christie’s Leverage Image to Dominate the Global Fine Art Market*

12:00

**Discussion**

12:30

**Lunch Break**

## Session 4 – Pulling the Strings

**Chair: Kim Oosterlinck** (Université libre de Bruxelles, BE)

14:00

**Joshua Eversfield Jenkins** (University of Edinburgh, UK)

*Nineteenth-century Complaints about Speculative Investment in Contemporary Art in Comparison to Today*

14:30

**Patrizia Cappellini** (Independent, IT)

*The Image of the Art Dealer Between Private and Public: the Case of Elia Volpi, Merchant, Patron-Entrepreneur and sui generis Connoisseur*

15:00

**Coffee Break**

15:30

**Dorothee Wimmer and Gabriele Zöllner** (Forum Kunst und Markt, TU Berlin, DE)

*“Rembrandt Glamour” in Germany: Provenances, Markets, and Museums around 1900*

16:00

**Catherine B. Scallen** (Case Western Reserve University, Cleveland, USA)

*Loan Exhibitions at the Detroit Institute of Arts: Joseph Duveen behind the Scenes*

16:30

**Final Discussion**

17:00

**Conference End**

18:00

**TIAMSA Annual General Meeting** followed by dinner (self-paid)

4

### CONFERENCE COMMITTEE

- Susanna Avery-Quash, National Gallery London, UK
- Meike Hopp, Technische Universität Berlin, DE
- Veronika Korbei, Independent, Vienna, AT
- Johannes Nathan, Nathan Fine Art / TU Berlin, DE
- Olav Velthuis, Universiteit van Amsterdam, NL
- Lucy Wasensteiner, Liebermann Villa, Berlin, DE

### CONFERENCE MANAGERS

- Sharon Dowley, TIAMSA Coordinator
- Inna Schill, TIAMSA Coordinator

### CONFERENCE REGISTRATION

The conference is open to all but registration is required. The conference will be held in a hybrid format.

Please register by sending an e-mail to [inna.schill@artmarketstudies.org](mailto:inna.schill@artmarketstudies.org), indicating if you would like to attend online or in person. Please register by 10 September 2022.

Attendance is free for TIAMSA members. Non-members who would like to attend are kindly invited to join TIAMSA (regular £20 / concessions £10 per annum) via the following link: <https://www.artmarketstudies.org/join/register/>. With your TIAMSA membership you support a thriving art market studies hub with currently more than 400 members worldwide.

### CONFERENCE VENUES

12/09: Technische Universität Berlin, Hauptgebäude, Straße des 17. Juni 135, 10623 Berlin  
13/09: Liebermann Villa am Wannsee, Colomierstr. 3, 14109 Berlin

For information about TIAMSA – The International Art Market Studies Association visit [artmarketstudies.org](http://artmarketstudies.org)

For questions please contact Inna Schill ([inna.schill@artmarketstudies.org](mailto:inna.schill@artmarketstudies.org))