



# Between Culture and Capital

## Art, Institutions and Corporate Patronage

Wednesday 10 and Thursday 11 October 2007

Kenneth Clark Lecture Theatre, Courtauld Institute of Art, Somerset House, Strand, London WC2R 0RN



**To book a place:** £10 per day (£5 concessions per day for Courtauld staff and students), includes coffee and tea, on both days. Please send a cheque made payable to 'Courtauld Institute of Art' to: Research Forum Events Coordinator & Administrator, Courtauld Institute of Art Research Forum, Somerset House, Strand, London WC2R 0RN, clearly stating that you wish to book for the 'Between Culture and Capital conference'. Or call 020 7848 2785/2909 to make a credit card booking. Or, for further information, send an email to [ResearchForumEvents@courtauld.ac.uk](mailto:ResearchForumEvents@courtauld.ac.uk).

Organised by Dr. Julian Stallabrass & Jeannine Tang

Swetlana Heger. *Playtime* (SH & Purification Garcia, photographed by Marcus Gaab), 2006. Photograph courtesy of COMA Berlin, Galerie Frank Elbaz, Paris & Purification Garcia

This two-day conference was inspired by a work of art by Carey Young, entitled *Image Transfer*, in which Young and collaborator Deborah Doane teach participants the skills to research potential corporate sponsors. The conference addresses issues raised by *Image Transfer*, to examine conditions under which cultural capital is produced and traded in relationships between art, art institutions and their corporate sponsors. The conference focuses on art practice and production from the 1990s onwards, emerging from 1970s and 80s state policies and culture supporting intersections of art and business patronage. The conference will look at the aesthetics of the neoliberal economy, corporate social responsibility, the interface of arts policy and public goods, and the role of art consultancies and/or art-business agencies in fostering relationships between the arts and corporate sponsors. Institutions supporting and exhibiting art production will be considered in relation to branding and fashion, within the spaces of the museum and gallery, and the resulting changes and innovations in curatorial and exhibition practices navigating courses between art production and sponsorship. The conference will also examine changing forms of art-work and labour, legacies of institutional critique and post-conceptual artistic strategies for both critical and collaborative involvement with corporate funders. This event has been made possible through the support of LCACE (London Centre for Arts and Cultural Enterprise) and the British Academy.



## PROGRAMME

### Wednesday 10 October

- 13.00 - 13.30 Registration
- 13.30 - 13.40 Opening of Conference: Sally Taylor (LCACE)
- 13.40 - 13.50 Introductory remarks: Jeannine Tang (Courtauld Institute of Art)
- SESSION 1 Art Sponsorship and State Intervention
- 13.50 - 14.30 Sue Daniels (Arts & Business, London): *title TBA*
- 14.30 - 15.10 Jaime Stapleton (Birkbeck College): *The Future of Cultural Public Goods in the Market Society*
- 15.10 - 15.50 COFFEE/TEA
- SESSION 2 Art, Branding, Fashion
- 15.50 - 16.30 Swetlana Heger (Artist, Berlin): *Re-Modelling Art*
- 16.30 - 17.10 Chin-Tao Wu (Academica Sinica, Taiwan): *Catwalks and Artworks: Showing and Selling on the Global Stage*
- 17.10 - 18.00 Roundtable discussion

### Thursday 11 October

- 10.00 - 10.30 Registration
- 10.30 - 10.40 Introductory remarks: Jeannine Tang (Courtauld Institute of Art)
- SESSION 3 Corporate Images
- 10.40 - 11.20 Carey Young (Artist, London): *title TBA*
- 11.20 - 12.00 Deborah Doane (Sustainable Consumption, WWF-UK): *Paper Tigers: The Myths and Limits of Corporate Social Responsibility*
- 12.00 - 12.30 COFFEE/TEA
- SESSION 4 The Limits of Institutional Critique
- 12.30 - 13.10 Alexander Alberro (University of Florida): *Art, Institutions, Critique*
- 13.10 - 13.50 Sabine Breitwieser (Generali Foundation): *Artists' Projects in a Corporate Context*
- 13.50 - 15.00 BREAK FOR LUNCH
- SESSION 5 Museum Cultures
- 15.00 - 15.40 Julian Stallabrass (Courtauld Institute of Art): *The Branding of the Museum*
- 15.40 - 16.20 Mark Rectanus (Iowa State University): *Museums by Design: Performing Globally*
- 16.20 - 17.00 COFFEE/TEA
- 17.00 - 18.00 Roundtable discussion