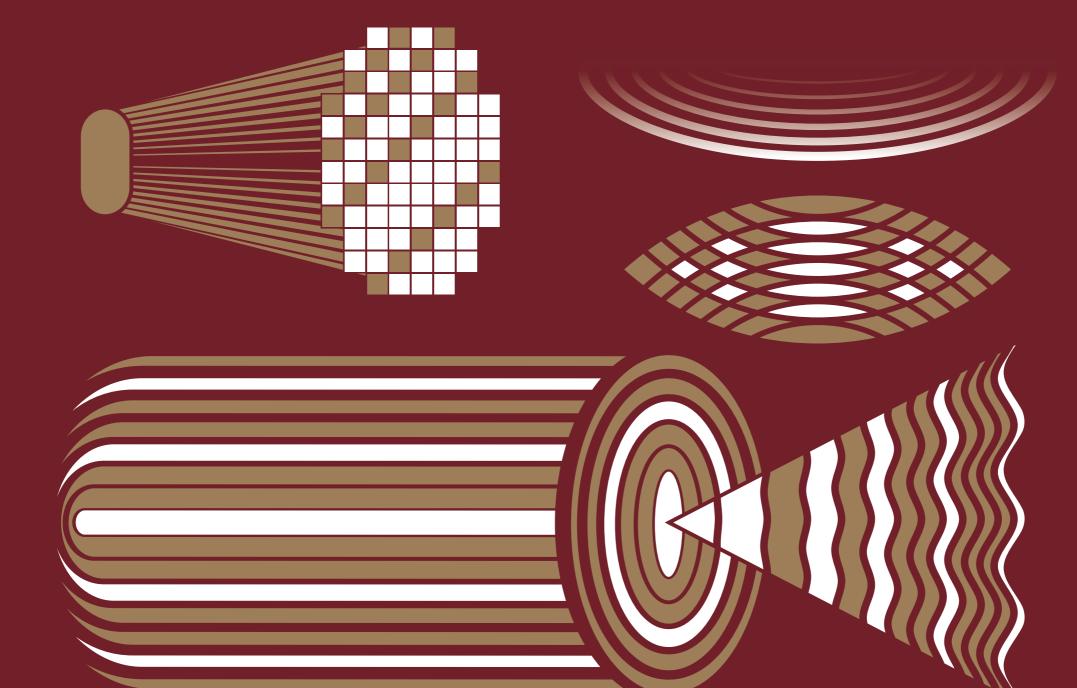
ART MARKET GOING ONLINE: CHANGES, CHANCES, AND CHALLENGES





KAMA CONFERENCE

Co-Directed by



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Held online under the title Art Market Going Online: Changes, Chances, and Challenges, the 2021 KAMA Conference will identify the art market's shifting trends and

● ● * * meetingroom

Culture Jadd!I

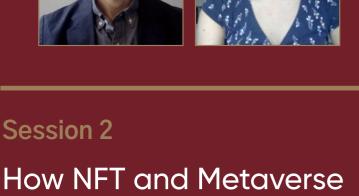
new consumers, as well as examine the trends in NFTs and the metaverse that have emerged as keywords this year. Furthermore, it will discuss the sustainability of the online art market through a discourse on security and data loss, the environmental crisis triggered by the digital industry, and legal policies and economic prospects of the crypto art market. For more info: Camille S. Kim, +82-2-2098-2923, camkim@gokams.or.kr

Session 1

The Art Market and Collectors

Transition to Online:





Collector Trends 2.0

Three Myths About the Online Art

Market-and How to Leave Them

Behind Forever

Melanie Gerlis

Art market Columnist for

Tim Schneider

Financial Times

Art Business Editor for Artnet News

Dissolved in the Art

Market

Session 2



Seeking Sustainability:

Art Market in the Online

Habitat

Players in the NFTs Art Market

Johann König

Gallery

Environment

Mr. Misang

From Babies To Boomers:

NFTism is Not Just for Kids!

Artist Henna Joo

Christiana Ine-Kimba Boyle Global Director of Online Sales at Pace

Founder and Director of König Galerie

Executive Director of Arario Gallery

Digital Archives and Disasters

Director of Art Market Research at Meetingroom

Lucida Kyungmin Lee

Kenny Schachter

Artist, Curator, and Writer

Lindsay Howard Head of Community at Foundation Michael Connor

Attorney at Law (NY), Adjunct Professor at Hongik University

Kathleen E Kim

Artistic Director of Rhizome

Artists Reflecting Blockchain's

Carbon Footprint? Systems and Policies Around

How Can Digital Help and Hinder Us

in Meeting the Goal of Reducing Our

Culture in the College of the Arts at Montclair State University

Gaeun Ji

Meetingroom

Charlotte Kent

Victoria Siddall Board Director of Frieze, Founding Member and Trustee of

Gallery Climate Coalition

Jieon Shim

Sangmi Chai

KAMS

PhD, Assistant Professor of Visual

Director of Art Archive Research at

the Online Art Market

Jaekyung Lee Lawyer, Professor at Konkuk University

Professor in the Department of

Director of the Visual Arts Division at

Business Administration at Ewha Womans University Bong Lee CEO of Auction Blue

Kenny Schachter is a media artist, curator,

dealer, and also columnist for Artnet News.

He has curated a few NFTism exhibitions

(which he trademarked) at Nagel Draxler in



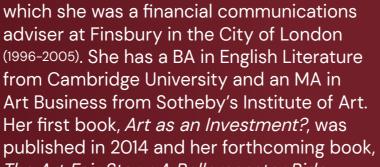
Tim Schneider

Tim Schneider is the Art Business Editor

participated in panel discussions in Art Basel's Conversations series, the Talking Galleries symposium, the Art Business

released his first book, *The Great Reframing:* How Technology Will—and Won't—Change the Gallery System Forever. He lives and works in New York. Lucida Kyungmin Lee Lucida Kyungmin Lee worked as an exhibition team manager at Gallery Hyundai and as an editor for *Monthly Art*. She is currently the director of Art Market Research at Meetingroom, where she writes and lectures for diverse media and organizations. There

Conference, and respected arts nonprofits and universities around the USA. In 2017 he



Melanie Gerlis

Melanie Gerlis became the weekly art

market columnist for the Financial Times in

2016. She was previously Art Market Editor

for The Art Newspaper (2007-2016), before

The Art Fair Story: A Rollercoaster Ride, will be published in December 2021 (Lund Humphries).

Mr. Misang

Mr. Misang is an illustrator and digital artist.

Expanding his virtual world with a focus on

a series of works Modern Life is Rubbish, he

is currently working on a PFP project called



Kenny Schachter

Henna Joo is the Executive Director of

Arario Gallery and its Shanghai entity.

She also serves as an assistant professor of

the Arts and Cultural Management course in

the Graduate School of Business at Hongik

University. She is a director of the Korean

Society of Arts and Cultural Management,

and member of the Subcommittee for Price



Johann König Johann König is an entrepreneur and art mediator. Founded in 2002, König Galerie became one of Germany's most significant art venues with other locations in London, Seoul, a showroom in Monaco, and a space in Vienna. The gallery runs both the virtual gallery space König Digital and MISA, the online marketplace whose third edition was launched together with its first NFT marketplace.



GhostsProject.

Christiana Ine-Kimba Boyle Curator and art dealer based in New York City, Christiana Ine-Kimba Boyle holds the title of Global Director of Online Sales at Pace Gallery—spearheading and directing visions behind all ventures falling under the gallery's digital helm. Christiana has contributed to Pace's programming with the recent curation of a group exhibition titled, Convergent Evolutions: The Conscious



Henna Joo

Lindsay Howard Lindsay Howard is the Head of Community at Foundation (an invitation-based NFT sales platform). She has developed multiple creator-first tech platforms like Kickstarter and New Hive, and made bridges between the art world and online communities. Howard has written and spoken extensively about digital art and new approaches to valuation.



Michael Connor is Artistic Director of Rhizome, where he oversaw the Net Art Anthology initiative, a web-based exhibition, gallery exhibition, and book that retold the history of online art through 100 artworks from the 1980s to the present. His writing has appeared in You Are Here: Art After the Internet (Cornerhouse), Digital Video Abstraction (UCPress), and MBCBFTW (Hatje Cantz)



of Body Work.

NFTs, the metaverse, and the art industry since 2017.

Victoria Siddall Victoria Siddall is Board Director at Frieze. She has worked with Frieze since 2004

Frieze Fairs in London, NewYork and Los

She is an expert in the fields of global art

and cultural law, and her books include

Art Law, which was published in 2013 by

Hakgojae. Her research interests include



Art and Responding Platforms (2019) and Share Me: Imagining the Future of Art after

Catastrophes (2021). Jieon Shim Jieon Shim is the director of the Visual Arts

Division at the Korea Arts Management

Research at Meetingroom. She received

of archival art from Goldsmiths College,

her PhD in Visual Cultures on the subject

she led the research project of the Digital

Archive at National Museum of Modern

and Contemporary Art. There are two

co-authored books; Share Me: Shared

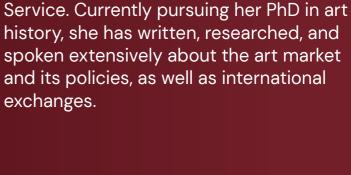
University of London. As a senior researcher,



Charlotte Kent Charlotte Kent, PhD, is the Assistant Professor of Visual Culture in the College of the Arts at Montclair State University in New Jersey, USA. She is an arts writer, with a research focus on the absurd as well as the impact and influence of emergent technologies like blockchain.



Angeles. Siddall is a founding member and trustee of the Gallery Climate Coalition, a trustee of the Ampersand Foundation, and is chair of the board of trustees of Studio Voltaire, a non-profit gallery and artist studio complex in South London.



Jaekyung Lee Jaekyoung Lee is a lawyer and a professor at Konkuk University. He graduated from the College of Law at Seoul National University and earned his Master's degree and PhD in art law and tax law at the same university. He also has an LLM from Columbia Law School

and an MA from London City University. He

is a legal advisor to the National Museum of

Modern and Contemporary Art, Korea, Art

Sonje Center, and Asia Culture Center.



Sangmi Chai is a professor in the Department of Business Administration at Ewha Womans University and vice-chair of the International Division at the Korea Academy of Blockchain Business. She served on the planning committee of the Blockchain Reliability Evaluation research project of the Ministry of Science and ICT.

