

ART MARKET GOING ONLINE : CHANGES, CHANCES, AND CHALLENGES



17 DEC 2021 KAMA CONFERENCE



Hosted by



Organized by



Co-Directed by



Translation provided by



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 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

Transition to Online: The Art Market and Collectors



Three Myths About the Online Art Market—and How to Leave Them Behind Forever

Tim Schneider
Art Business Editor for Artnet News

Collector Trends 2.0

Melanie Gerlis
Art market Columnist for Financial Times

Session 2

How NFT and Metaverse Dissolved in the Art Market



From Babies To Boomers:
NFTism is Not Just for Kids!

Kenny Schachter
Artist, Curator, and Writer

Players in the NFTs Art Market

Lucida Kyungmin Lee
Director of Art Market Research at Meetingroom

Mr. Misang
Artist
Henna Joo
Executive Director of Arario Gallery
Johann König
Founder and Director of König Galerie
Christiana Ine-Kimba Boyle
Global Director of Online Sales at Pace Gallery

Lindsay Howard
Head of Community at Foundation
Michael Connor
Artistic Director of Rhizome
Kathleen E Kim
Attorney at Law (NY), Adjunct Professor at Hongik University

Session 3

Seeking Sustainability: Art Market in the Online Habitat



Digital Archives and Disasters

Gaeun Ji
Director of Art Archive Research at Meetingroom

Artists Reflecting Blockchain's
Environment

Charlotte Kent
PhD, Assistant Professor of Visual Culture in the College of the Arts at Montclair State University

How Can Digital Help and Hinder Us
in Meeting the Goal of Reducing Our
Carbon Footprint?

Victoria Siddall
Board Director of Frieze, Founding Member and Trustee of Gallery Climate Coalition

Systems and Policies Around
the Online Art Market

Jieon Shim
Director of the Visual Arts Division at KAMS

Jaekyung Lee
Lawyer, Professor at Konkuk University

Sangmi Chai
Professor in the Department of Business Administration at Ewha Womans University

Bong Lee
CEO of Auction Blue



Tim Schneider

Tim Schneider is the Art Business Editor for Artnet News, the co-producer of the Artnet News podcast *The Art Angle*, and the writer behind the *Gray Market*, the conversation-starting industry-analysis column. His work combines nearly a decade of firsthand experience in the gallery sector with insights gleaned from research into economics, technology, data analysis, and related subjects. He has lectured or participated in panel discussions in Art Basel's Conversations series, the Talking Galleries symposium, the Art Business Conference, and respected arts nonprofits and universities around the USA. In 2017 he 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.



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 which she was a financial communications adviser at Finsbury in the City of London (1996-2005). She has a BA in English Literature from Cambridge University and an MA in Art Business from Sotheby's Institute of Art. Her first book, *Art as an Investment?*, was published in 2014 and her forthcoming book, *The Art Fair Story: A Rollercoaster Ride*, will be published in December 2021 (Lund Humphries).



Kenny Schachter

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 Cologne, and the gallery's booth in Art Basel, Switzerland. Schachter gave lectures about the recent phenomenon of the traditional art market adapting NFT at Yale University and Hirshhorn Museum. His solo exhibition is scheduled at Blum & Poe Gallery in Tokyo in 2022.



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 are two co-authored books; *Share Me: Shared Art and Responding Platforms* (2019) and *Share Me: Imagining the Future of Art after Catastrophes* (2021).



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 *GhostsProject*.



Henna Joo

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 Deliberation at the National Museum of Modern and Contemporary Art, Korea.



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.



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 of Body Work*.



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

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).



Kathleen E. Kim

Kathleen E. Kim is an Attorney (NY) and an adjunct professor of the Arts and Cultural Management course in the Graduate School of Business at Hongik University. 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 NFTs, the metaverse, and the art industry since 2017.



Gaeun Ji

Gaeun Ji is the director of Art Archive Research at Meetingroom. She received her PhD in Visual Cultures on the subject of archival art from Goldsmiths College, University of London. As a senior researcher, 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 Art and Responding Platforms* (2019) and *Share Me: Imagining the Future of Art after Catastrophes* (2021).



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.



Victoria Siddall

Victoria Siddall is Board Director at Frieze. She has worked with Frieze since 2004 and previously held the position of Global Director, overseeing the running of all four Frieze Fairs in London, New York and Los Angeles. Siddall is a founding member and trustee of the Gallery Climate Coalition, and is chair of the board of trustees of Studio Voltaire, a non-profit gallery and artist studio complex in South London.



Jieon Shim

Jieon Shim is the director of the Visual Arts Division at the Korea Arts Management Service. Currently pursuing her PhD in art history, she has written, researched, and spoken extensively about the art market and its policies, as well as international exchanges.



Jaekyung Lee

Jaekyung 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

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.



Bong Lee

Bong Lee is the CEO of Auction Blue and a partner at XXBLUE. Previously, he served as a senior advisor at Seoul Auction Hong Kong Limited and the head of Gana Art New York.