Gold, Weihrauch und Malerei – Notion and Representation of Value in Art

Workshop with Isabelle Graw, Katrin Grögel, Pierre Guillet de Monthoux, Michael Hutter, Holger Kuhn, Massimiliano Nuccio, Davide Ponzini and Ulf Wuggenig

Friday, 25 January 2013, 2-7 pm and Saturday, 26 January 2013, 9:15 am – 1:45 pm
Kunstraum of Leuphana University of Lüneburg, Scharnhorststr. 1, Campus Hall 25

Program with short-term changes:

Friday, 25 January 2013
14.00-14.30 Address of welcome
14.30-16.30 Session I

Pierre Guillet de Monthoux Reflections and Crashes. Art & Learning from Financial Crises
Professor of Management and Philosophy, Copenhagen Business School
Holger Kuhn Seeing the Unbelievable: Christ, Value and Money around 1500
Lecturer in Art History, Leuphana University of Lüneburg

Moderator: Massimiliano Nuccio

Coffee break

17.00-19.00 Session II – Art and Value Creation in the Markets for Symbolic Goods

Michael Hutter Value Migrations from Artworks to Experience Goods: Three Exploratory Pieces
Professor of Cultural Economics, Social Science Research Center Berlin
Massimiliano Nuccio Economic and Symbolic Value in Artistic Markets
Visiting Professor for Culture & Region, Leuphana University of Lüneburg

Moderator: Ulf Wuggenig

Saturday, 26 January 2013
9.15-11.00 Session III – Art Participation in the Consumer Society

Davide Ponzini The Values of Starchitecture: Commodification of Architectural Design in Contemporary Cities, Assistant Professor at Politecnico di Milano
Katrin Grögel Appropriation of Advertising Strategies in Andrea Zittel’s Work in the Early 90’s
Lecturer in Art History, Leuphana University of Lüneburg

Moderators: Massimiliano Nuccio / Holger Kuhn

Coffee break

11.30-13.15 Session IV – Value Production in Contemporary Art

Isabelle Graw The Value of the Art Commodity. Twelve Theses on Human Labor, Mimetic Desire, and Aliveness
Art-Critic, Professor for Theory of Art, Städelschule Frankfurt
Ulf Wuggenig The Production of Value – a Sociological Perspective
Professor of Sociology of Art, Leuphana University of Lüneburg

Moderator: Holger Kuhn

13.15-13.45 Conclusion