

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*