

Saturday morning

- 9.15-11.00 *Session III*
Art Participation in the Consumer Society
 Moderator: **Massimiliano Nuccio**
- The Values of Starchitecture:
 Commodification of Architectural Design
 in Contemporary Cities*
Davide Ponzini; Assistant Professor of Urban
 Planning, Polytechnic University, Milan
- Appropriation of Advertising Strategies in Andrea
 Zittel's work in the early 90's*
Katrin Grögel; Lecturer in Art History
 Leuphana University of Lüneburg
- 11.00-11.30 Coffee break
- 11.30-13.15 *Session IV*
*Art and Value Creation in the Markets for Symbolic
 Goods*
 Moderator: **Ulf Wuggenig**
- Value Migrations from Artworks to Experience
 Goods: Three exploratory pieces*
Michael Hutter; Professor of Cultural Economics,
 Wissenschaftszentrum Berlin für Sozialforschung
- Economic and Symbolic Value in the Artistic
 Markets*
Massimiliano Nuccio; Visiting Professor for
 Culture and Region,
 Leuphana University of Lüneburg
- 13.15-14.15 Lunch break

Saturday afternoon

- 14.15-16.00 *Session V*
Value Production in Contemporary Art
 Moderator: **Holger Kuhn**
- The Value of the Art Commodity. Twelve theses on
 human labor, mimetic desire, and aliveness*
Isabelle Graw; Art-Critic, Professor of Theory of Art,
 Städelschule Frankfurt
- The Production of Value – A Sociological Perspective*
Ulf Wuggenig; PD Dr. phil. in Sociology of Art
 Leuphana University of Lüneburg
- 16.00- 16.30 Conclusion

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





25 | 26 January 2013

Kunstraum of Leuphana University of Lüneburg
Scharnhorststr.1, Campus Hall 25, 21335 Lüneburg

The inquiry around the value of art is not recent and has always involved different dimensions.

The aim of the workshop is to analyze different concepts of value in art in a historical and in a theoretical perspective.

Value and art rise questions of representation: Pictures may represent values and valuable papers may use representations to confirm their value. But perhaps images produce their own kind of knowledge about the values they picture, whereas the credibility of money as representation of value can influence the credibility of pictorial signs.

Furthermore one can ask, if art might stage a dramatic confrontation of different values. During the beginning of the early modern period for example it was fundamental to moderate between the traditional moral and religious values, on the one hand, and economic values in a developing pre-capitalistic society, on the other hand: A difficult task for an art that was formerly closely linked to religion and piety.

Of course the situation has changed nowadays, especially if one considers the fact that (almost) each work of art has a price. Under an socio-economic perspective, the effort to define the value of art is somehow the effort to define the peculiarity of the artwork as a commodity. The value of art is less linked to the tangible and more to the intangible (symbols, meaning, social recognition) but cultural value and economic value are intrinsically merged in any artistic production and they affect each other.

Friday

14.00-14.30

Welcome

14.30-16.30

Session I

On the Evolution of Value in Art in Times of Crisis

Moderators: **Holger Kuhn, Massimiliano Nuccio**

The art system and the challenge of Culture 3.0

Pierlugi Sacco; Professor in Cultural Economics
 IULM University Milan

*Reflections and Crashes. Art & Learning from
 Financial Crises*

Pierre Guillet de Monthoux; Professor in Management and Philosophy
 Copenhagen Business School

16.30-17.00

Coffee break

17.00-19.00

Session II

Representing Values

Moderator: **Pierlugi Sacco**

*Seeing the Unbelievable: Christ, Value and Money
 around 1500*

Holger Kuhn; Lecturer in Art History
 Leuphana University of Lüneburg

*The Look of Value: Some Examples of Images and
 the Imaginary Worlds on Shares and Bonds*

Irini Athanassakis; Artist, Author
 Vienna, Berlin

www.leuphana.de/en/incubator

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The workshop is supported by:
 Leuphana University of Lüneburg
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