

# Art Market Forum

November 16 — 20, 2020

What sort of attention do the visual arts receive in the media? Considering the lack of coverage, how can the trend be reversed?

Do audiences “consume” art differently today? The pandemic has accelerated the digital shift in the art world, are we heading towards a new business model?

How can we stay up to date with the evolving trends of digital technology?

These are some of the many questions that will be addressed during the Art Market Forum.

## About

The Art Market Forum is coming back virtually for its second edition! Aiming to promote communal skill sharing and networking, while offering participants an opportunity to come together to discuss the challenges currently affecting our sector, the forum will explore the themes of management and the digital shift. Through conferences, workshops and discussions, AGAC wishes to provide participants with the means to deal with new art market trends.

This year the forum will be fully bilingual as every activity will have simultaneous translations, in English and in French.

## Who should attend

The forum is intended for gallerists, staff working in private galleries, as well as cultural workers in any fields who are interested in the art market.

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## Registration

Full program	\$ 250 + taxes
À la carte	\$ 60 + taxes

For detailed program and to register:  
[www.agac.ca/en/projects/forum-agac/](http://www.agac.ca/en/projects/forum-agac/)

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The Association thanks its partners

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# Art Market Management

In Canada, there is no educational program that leads to specific professions related to the art market and most people in the sector have learned from first-hand experiences, through mentorship or by instinct. The theme of art market management is therefore essential to complement the skills acquired by professionals with specific training that addresses current issues.

With this management component, we aim to train participants in aspects of management in areas such as public and media relations, marketing, team management and relations with artists.

## Monday, November 16 – Noon

### **Workshop | How to increase the coverage given to visual arts in the media with better press relations?**

In January 2020, the visual arts community lobbied the media to increase the amount of press coverage devoted to this discipline. The various key cultural players in this ecosystem, such as galleries, often receive recurring press coverage from a few main allies. However, these cultural enterprises wish to increase their notoriety by new means in order to contribute to the achievement of their business objectives. This training will allow participants to discover how to enhance their profile and how to interact with the media to generate richer and more abundant press coverage.

**Olivier Lapierre**, Communications, public relations and media relations consultant

# Theme #1

## Tuesday, November 17 – 11am

### **Workshop | Respectful Workplaces in the Visual Arts Sector**

This workshop will review issues surrounding respectful workplaces in the arts to be considered by employers in the visual arts sector. Jeanne LeSage will review legal compliance considerations, working with our sector's values, the roles of boards/management/teams/artists – and how to do this with limited resources and capacity. The structure of the session will be a combination of content delivery and discussion.

**Jeanne LeSage**, Principal, LeSage Arts Management

## Tuesday, November 17 – 1pm

### **Workshop | Instagram and the Visual Arts**

Linked to the visual by its nature, the Instagram platform has seen a culture of inspiration and entertainment develop over the years. Its vocation as a photo and video sharing service – through permanent and ephemeral content – makes it a must in the field of visual arts. However, the broadcasting and distribution of content on Instagram are increasingly modulated by advertising options, algorithms, influencers and recommendation functions. What are the methods and skills to be developed to make the most of the resources available to us? What sort of budget is necessary? Which targets and content formats?

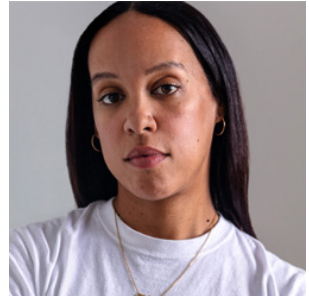
This workshop will help you better understand Instagram's ecosystem and the elements to be put in place to increase the impact of your presence on the platform.

**Nellie Brière**, Digital communications strategist

# Keynote Lecture Ebony L. Haynes

## Friday, November 20 – Noon

AGAC is proud to present a lecture by gallerist Ebony L. Haynes. Having recently joined David Zwirner Gallery, Haynes will lead and run a new space in Manhattan. In addition to reviewing her career in the art market, she will discuss her most recent projects.



A graduate of the Ontario College of Art & Design University, Ebony L. Haynes is a New York-based Canadian author, curator and gallerist. Haynes worked as director of the Martos Gallery in Manhattan where her curatorial efforts combined historical investigations with contemporary art practice. Guest professor and critic at the Yale School of Art, Haynes launched the *Black Art Sessions* this summer, offering free classes to black students interested in learning more about the art market.

# The Art Market in the Digital Era

The context of the last few months having pushed cultural players to turn to online tools, we will explore for a second year the art market in the digital age. This theme is a must, as changes in this field are rapid and constantly require the re-evaluation and updating of newly acquired skills.

The lectures and workshops offered under this theme will allow participants to better understand and master tools and concepts such as data, search engines, Wikipedia or augmented and virtual realities.

## Monday, November 16 – 3pm Lecture | Presentation of the Art+Feminism Project

This conference will present the Art+Feminism project, an intersectional feminist non-profit organization that directly addresses the lack of information on gender, feminism and the arts on the Internet, and more specifically the lack of inclusion within Wikipedia. Camille will also discuss *Reading Together: Reliability and Multilingual Global Communities*, a research project that deepens the important work of Art+Feminism by identifying barriers to the inclusion of relevant sources and equitable editorial resources on the Wikipedia platform.

**Camille Larivée**, Director of Programming, Aboriginal Curatorial Collective (ACC/CCA)

## Theme #2

## Monday, November 16 – 5pm Discussion | Augmented and Virtual Reality: A New Business Model?

Over the past year, AGAC launched an augmented reality application that allows users to view artwork, at scale and in a realistic manner, on their own walls, from their phones. Launched last May, *Collecting - the App*. has been well received and has taken on a new dimension in the context of the pandemic. Indeed, from creation to marketing, the last few months have accelerated the digital shift in the art world. The aim of this discussion is to explore the different uses of augmented and virtual reality and, more broadly, the impact of new digital tools on the art market. Are we on the way to a new business model? Will augmented reality and virtual reality change the way we “consume” contemporary art?

Moderated by **Benjamin J. Allard**, cultural worker and artist  
Guests: **Myriam Achard**, Chief New Media Partnerships & PR, Centre Phi; **Samuel Arsenault-Brassard**, VR/AR Artist and Curator; **Nicolas S. Roy**, CEO and Creative Director, Dpt.

## Wednesday, November 18 – 1pm Lecture | Data, a source of knowledge for its audiences and a lever for action

Are you taking advantage of data on your audiences? This conference will shed light on the knowledge about audiences that data and analytical tools can provide, but also on the resulting strategies to develop your customer base. First, we will present the types of data that different players in the art market can possess or acquire. We will then focus on usage data, i.e. data on audiences and their preferences, and the actions to be implemented according to its level of data maturity.

**Éric Trépanier**, Business Intelligence Director, Synapse C

## Thursday, November 19 – 11am Discussion | Innovative Digital Initiatives from AGAC Members

The pandemic has underscored the importance of our findings from the first edition of the Forum in 2019 which focused on innovation and the art market in the digital age. The events of the past several months have accelerated the implementation of these findings and forced cultural players to be more creative in their online offerings. Creation of audiovisual content, opting for virtual events, the development of new websites, etc. These are just some of the digital initiatives that four AGAC’s members will be presenting during this discussion. This exchange will be an opportunity for the gallery owners to revisit these projects and to give feedback based on multiple different experiences.

Moderated by **Benjamin J. Allard**, cultural worker and artist  
Guests: **Martin Blais**, Assistant, Galerie Simon Blais; **Emily Robertson**, Owner and Director, Galerie Robertson Arès; **Erika Del Vecchio**, Project Manager, Sales Consultant and Registrar, Pierre-François Ouellette art contemporain; **Gareth Brown-Jowett**, Co-Owner/Co-Director, Patel Brown Gallery

## Thursday, November 19 – 2pm Workshop | Is Your Cultural Content Searchable on the Web?

How to be understood by search engines and connect with your audiences? This workshop, based on demonstrations and explanations, proposes a concrete approach based on improving the structure of information on websites. Different aspects will be addressed, such as the importance of improving one’s website in the age of artificial intelligence, the promotion strategy (objectives, target audiences), the cultural offer (information structure and metadata), the key elements of a website and the points of contact with your audiences.

**Josée Plamondon**, Consultant, Digital information

Monday, Nov. 16

Tuesday, Nov. 17

Wednesday, Nov. 18

Thursday, Nov. 19

Friday, Nov. 20

11am

Workshop  
 Respectful Workplaces in the Visual Arts Sector  
 Jeanne LeSage  
 11am to 1pm

Discussion  
 Innovative Digital Initiatives from AGAC Members  
 Moderated by Benjamin J. Allard  
 11am to 12:30pm

12pm

Workshop  
 How to increase the coverage given to visual arts in the media with better press relations?  
 Olivier Lapierre  
 Noon to 2pm

Keynote Lecture  
 \* Free admission \*  
 Ebony L. Haynes  
 Noon to 1:30 pm

1pm

Workshop  
 Instagram and the Visual Arts  
 Nellie Brière  
 1pm to 3pm

Lecture  
 Data, a source of knowledge for its audiences and a lever for action  
 Éric Trépanier  
 1pm to 2:30pm

2pm

Workshop  
 Is Your Cultural Content Searchable on the Web?  
 Josée Plamondon  
 2pm to 4pm

3pm

Lecture  
 Presentation of the Art+Feminism Project  
 Camille Larivée  
 3pm to 4:30pm

4pm

5pm

Discussion  
 \* Free admission \*  
 Augmented and Virtual Reality: A New Business Model?  
 Moderated by Benjamin J. Allard  
 5pm to 6:30pm

6pm