In an increasingly globalized artworld, exhibitions, collections, artists, and curators migrate temporarily or permanently, putting the truism “art knows no borders” to the test. In this talk, gallerist Ana Castella and curator Florencia Malbrán discuss: How do different contexts affect the appreciation of the artworks? What gets lost in translation? And what new dimensions are discovered? In Spanish.

In Spanish.

In an age where works of art are disseminated digitally and frictionlessly, which platforms are best suited to promote debate and foster critical reflection? While the traditional exhibition review is still in good health, a proliferation of new formats aims to connect with audiences in innovative ways. This conversation between art critics Vivian Gandelsman and Laura Isola will explore the strengths and weaknesses of newer and older platforms for art criticism and thinking. In Spanish.

In Spanish.

In this Masterclass, five experts on art and technology – all members of the Berlin Future Forum – will map the current trends and transformations in the two fields that can help imagine their overlapping and collaborative future. In English and Spanish, with simultaneous translation.
PARALLEL ROOMS
arteBA, Pista Central de La Rural, Avenida Sarmiento 2704

Parallel Rooms Saturday, April 13, 17:30h–20:30h
What are the social and political forces changing the way we create art today? Parallel Rooms features leading curators, artists, writers, and philosophers addressing this question and other relevant topics in a series of concurrent talks. Over the course of three sessions on April 13, four thought-provoking discussions unfurl simultaneously in nearby domes, offering visitors the ability to tailor a program geared to their own interests as they move freely from room to room for these intimate conversations. Please see artpage.com for full speaker bios.

SESSION 1
The Shape of Art to Come
17:30h–18:30h
In this session, speakers will discuss how the artworld responds to the cultural and social forces that are changing our understanding of art and the way we practice it. Conversations will revolve around the challenges of art institutions in a globalized art landscape, the commitment of artists and curators to new narratives and perspectives, and the strategies deployed by collectors who want to support and preserve works and unconventional interventions.

Room 1. The Curator as Activist
Mílovan Farnonato, Fiorucci Art Trust, London

Room 2. Collecting in a Globalized World
AniBal Jozami, Universidad de Tres de Febrero, Buenos Aires

Room 3. An Introduction to the Joy of Performance
Isabel Lewis, artist, Berlin
Osias Yanov, artist, Buenos Aires

Room 4. How Can Art Institutions Foster Experimentation?
Stuart Fallon, Talbot Rice Gallery, Edinburgh
Raúl Flores, independent curator, Buenos Aires


SESSION 2
Art in the Public Sphere
18:30h–19:30h
This session will focus on how artists, art professionals, and art institutions can engage in meaningful interactions with their audiences and expand their reach. Conversations will revolve around the mission of public programs in museums, the role of curators and art critics, and the many ways in which collectors and patrons of the arts can foster communication between the artworld and society at large.

Room 1. How Does Art Voice Social and Political Issues?
Carlos Herrera, Munar, Buenos Aires
Bernardo Mosquera, Solar dos Abacaxis, Rio de Janeiro

Room 2. How Does Art Reach Larger Audiences?
Laurence Gateau, FRAC Pays de la Loire, Nantes
Pascal Neeveux, FRAC Provence-Alpes-Côte d’Azur, Marseille

Room 3. First Things First: Making Exhbitions for a General Audience
Max Andrews, Latitudes, Barcelona
Lara Marmor, independent curator, Buenos Aires

Room 4. An Exhibition by Any Other Name
Alejandra Aguado, Móvil, Buenos Aires
Sandino Scheidegger, curator, San José/Zurich

PROGRAM OR PAST ACTIVATIONS, VISIT ARTBASEL.COM/CITIES

SESSION 3
In and Out of the Museum: Where to Find Art Today?
19:30h–20:30h
Art lovers are used to enjoying art in museums and galleries, but recently they have had increasing opportunities to experience art within new contexts: a private collection, a public exhibition encountered while walking down the street, or even art that arises while surfing the Internet or social media. This session will explore the new platforms and spaces the artworld has developed to reach contemporary audiences.

Room 1. Curating in Context: How to Be Site-Specific
Florence Battili, Parque de la Memoria, Buenos Aires

Room 2. Beyond the Museum: New Institutional Frames for Art
Mariana Cánepa Luna, latitudes, Barcelona
Solana Molina Viamonte, Móvil, Buenos Aires

Room 3. Private Collections and the Local Art Scene: How to Develop a Productive Relationship
Benedicta M. Badía de Nordenstahl, collector, Buenos Aires/Singapore
Carlos Marsano, Artus, Lima

Room 4. The Public Task of the Collector
Axel Haubrok, Haubrok Foundation, Berlin

IN ENGLISH AND SPANISH, WITH SIMULTANEOUS TRANSLATION.

FACILITATED BY ANDREW LAURENTI, CURATOR, LA FABRA, SANTIAGO