

*The Art
Gorgeous*

ART X ROUNDTABLE

THE BUSINESS OF CREATIVE COLLABORATIONS

Thursday, February 26TH
ZURICH, SWITZERLAND

AGENDA

12.30 - 13.00 Arrival & Networking

13.00 - 13.15 Welcome Note

13.20 - 14.20 Panel 1 — ART × EXPERIENCES
Beyond the Canvas: Where Art, Brands and Experiences Collide

Marie Sénétaire
Francesco Vullo
Sarah Quan
Bernak Kharabi

Global Communications and Influence, La Prairie, Zurich
Artist & Founder The Pink Lemonade, Milan
Co-founder of VILLA NOMAD & Creative Consultant, Zurich
Director of Partnerships Fotografiska, Berlin

Moderated by Sandra Nedvetskaia

14.30 - 15.30 Panel 2— SPACES OF DESIRE
Concept Stores, Hybrid Spaces and the Future of Art Sales

Yael Anders
Anna Hew, Cecilia Etterlin & Johanna Roth
Bettina Meier-Bickel

Living Creativ Projects, Zurich
FUSE Concept Space, Zurich
Founder à vie baked goods, Zurich

Moderated by Alexandra Kruse

Coffee Break

16.15 - 17.15 Panel 3— ART × CREATIVE COLLABS
Who Supports Whom? The New Ecosystem of Collaboration
Museums, Brands, and Cities as New Patrons of Art

Elke Wiebalck
Josepha Bosshart
Ulrike Erbslöh

Head of Partnerships and Philanthropy Kunsthau Zurich
Basel Tourismus, Basel
Managing Director Fondation Beyeler, Basel

Moderated by Christoph Noe

17.15 Final Notes & Drinks

SPEAKERS



MARIE SÉNETAIRE

Global Communications and Influence,
La Prairie, Zurich



FRANCESCO VULLO

Artist and Founder
The Pink Lemonade, Milan



SARAH QUAN

Co-founder of VILLA NOMAD & Creative Consultant, Zurich



BERNAK KHARABI

Director of Partnerships Fotografiska, Berlin



YAEL ANDERS

Multidisciplinary Designer & Illustrator, Zurich

SPEAKERS



BETTINA MEIER-BICKEL

Founder à vie baked goods, Zurich



ANNA HEW, CECILIA ETTERLIN & JOHANNA ROTH

FUSE Concept Space, Zurich



ELKE WIEBALCK

Head of Partnerships and Philanthropy, Kunsthaus Zurich, Zurich



JOSEPHA BOSSHART

Manager Arts & Culture Marketing
Basel Tourismus, Basel



ULRIKE ERBSLÖH

Managing Director Fondation Beyeler, Basel

MODERATORS



SANDRA NEDVETSKAIA



CHRISTOPH NOE

LARRY'S LIST, Hong Kong



ALEXANDRA KRUSE

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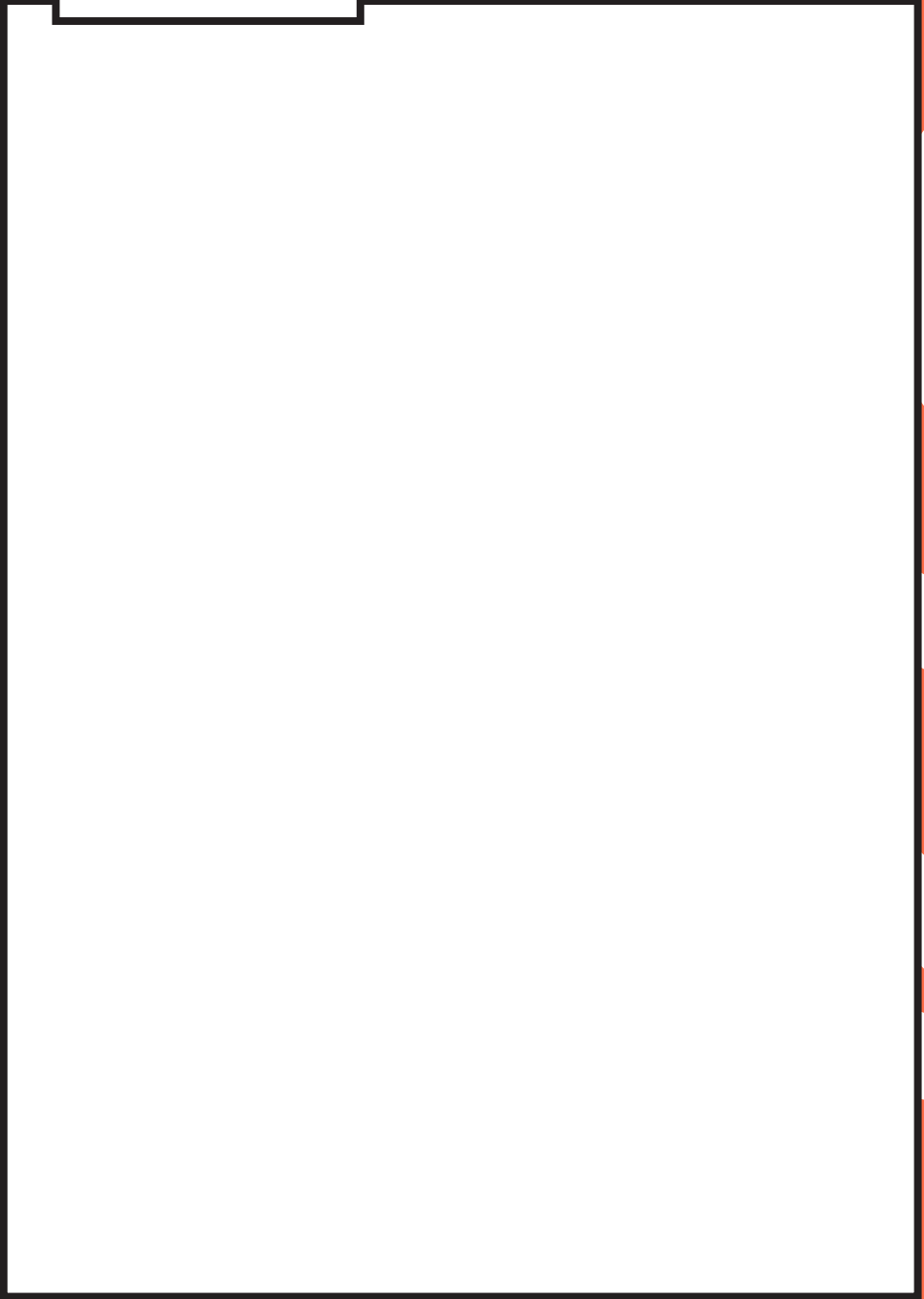
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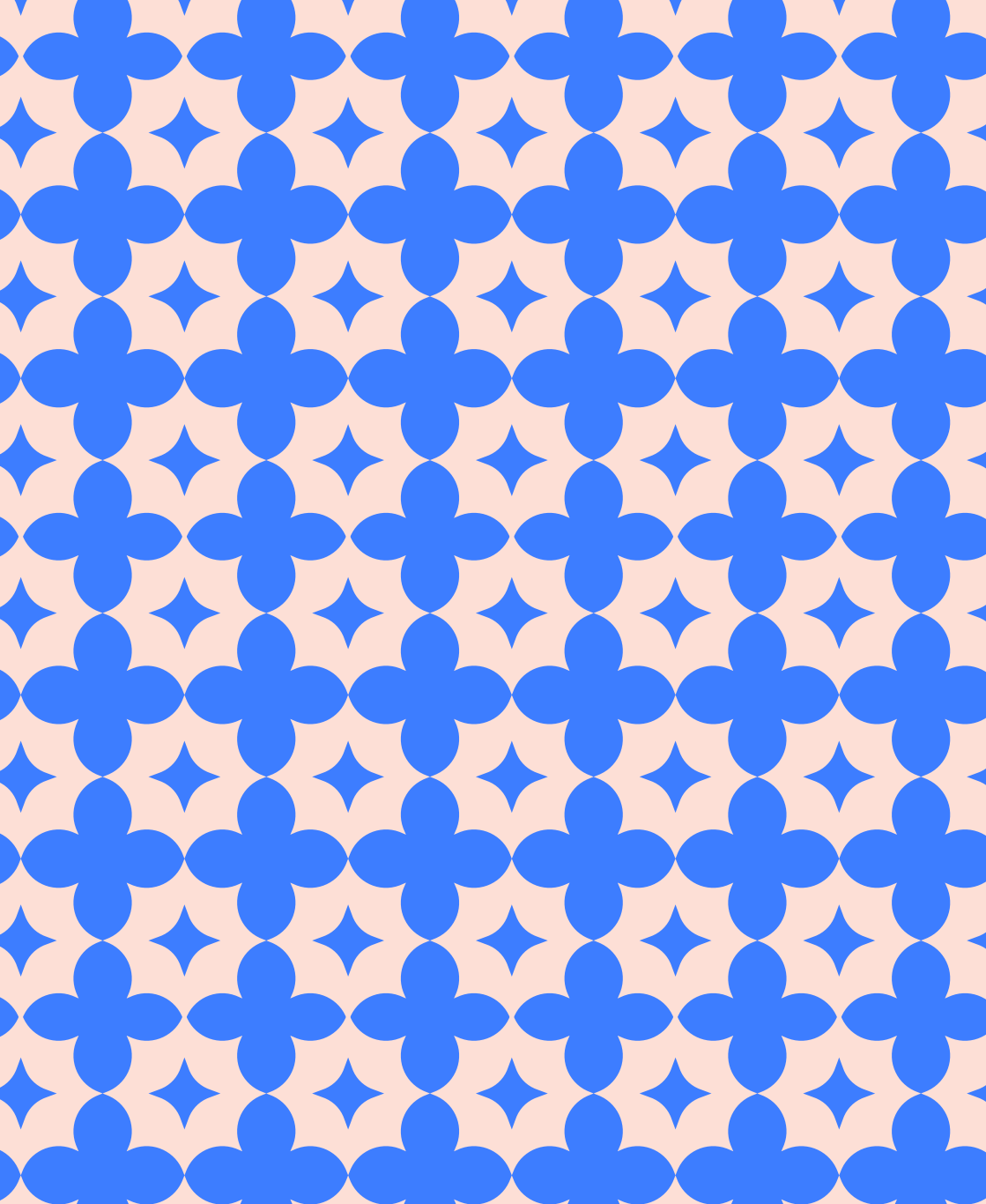


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NOTES

NOTES

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LARRY'S LIST



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BASEL**