



ART, BUSINESS & MONEY

“WHY DO PEOPLE BUY ART?” • SEMINAR 2012



To coincide with [ART BASEL 43](#), the British Swiss Chamber of Commerce (BSCC) and the Council of British Chambers of Commerce in Europe (COBCOE) are delighted to announce their 4TH “ART, BUSINESS & MONEY” SEMINAR on the theme “WHY DO PEOPLE BUY ART?”

THURSDAY, 14 JUNE 2012 • RAMADA PLAZA, MESSEPLATZ BASEL

- 10.30 – 11.00 Registration & coffee
- 11.00 – 13.00 Seminar
- 13.00 – 14.00 Buffet lunch

After the seminar, attendees will have the opportunity to network, exchange their thoughts on the topic and meet the guest panel.

PANELLISTS AND MODERATOR

- [JULIA PEYTON-JONES](#), Co-Director of the Serpentine Gallery in London
- [SARAH THORNTON](#), Art Critic and Author of “7 Days in the Art World”
- [ARTIST](#), To be confirmed shortly
- [FIAMMETTA ROCCO](#), Books and Arts Editor at The Economist

IMPRESSIONS OF THE “ART, BUSINESS & MONEY” SEMINAR, BASEL, 2011



Panellists and Moderator 2011:

- [Alexander Bieri](#), Curator of the Roche Historical Collection
- [Rachel A.J. Pownall-Campbell](#), Assistant Professor of Finance, Maastricht University
- [Abigail Reynolds](#), British Contemporary Artist
- [Fiammetta Rocco](#), Books and Arts Editor at The Economist

The BSCC/COBCOE's third "Art, Business & Money" symposium in Basel attracted a distinguished panel of experts. During the debate, the art world celebrities discussed both the social and human value of art, as well as its monetary valuation. Whereas the perspectives of the artist, dealer and curator may differ when it comes to the latter, all panellists concurred that the importance of the subjective value of a work of art for the creator or collector by far outweighs the financial valuation.

Save the date! Invitations will be sent out in February.