



TOOLS FOR THE FUTURE - RESEARCHING ART MARKET PRACTICES FROM PAST TO PRESENT

International Workshop #7

Markets for applied arts, artistic crafts, and design

Erasmus University Rotterdam

Venue: Erasmus University College
Lecture Hall A
Nieuwemarkt 1A
3011 HP Rotterdam

Thursday 9 June

9:00–9:30 **Welcome and coffee**

9:30–9:45 **Introduction: Filip Vermeulen (Erasmus University Rotterdam)**

Session 1

Exploring understudied crafted cultural goods and their valuation mechanisms

Session chair: Anna Mignosa (Erasmus University Rotterdam)

9:45–10:15 **Kaylee Alexander (Duke University)**

Selling Eclecticism: Trickle-Round Signaling and the Market for Funerary Monuments in 19th century Paris

10:15–10:45 **Paola Cordera (Politecnico di Milano, School of Design)**

Instructions. Remember to stamp “Made in Italy” on every single item

10:45–11:15 *Coffee break*

11:15–11:45 **Elisabetta Lazzaro (Business School for the Creative Industries - University for the Creative Arts)**

Aesthetics, Functionality, and the Market for Classic Yachts

11:45–12:15 **Leandro Valiati (University of Manchester) & Andre Moreira Cunha (UFRGS – Brazil)**

NFTs in the Arts Markets: Irrational Exuberance or towards a new paradigm?

12:30–13:30 *Lunch at EUC*

Session 2

Creating new markets, displaying, and promoting decorative and applied arts

Session chair: Anne-Sophie Radermecker (Université Libre de Bruxelles)

- 13:30–14:00 **Sarah Bakkali (Independent scholar)**
Artists and their networks at the service of industry and national economy in the early nineteenth century
- 14:00–14:30 **Stephanie Dieckvoss (Kingston University)**
Intimacy in the art fair booth: The hotel art fair as interior
- 14:30–15:00 **Fiona Whitehurst, Lauren Baker, Jo Singh, Corinne Lewis-Ward, & Ann English (Newcastle University)**
Co-producing a Collaborative Pop-Up Opportunity for Artists and Makers through Participatory Action Research
- 15:00–15:30 *Coffee break*
- 15:30–16:30 **Keynote speaker: Amanda Brandellero (Erasmus University Rotterdam)**
Making urban transitions through crafts
- 19:00 **Conference dinner at Bistro Nul10**

Friday 10 June

Session 3

Theoretical and practical challenges faced by the markets for applied arts, artistic crafts, and design

Session chair: Nathalie Moureau (Université Paul Valérie, Montpellier 3)

- 9:30–10:00 **Elisabetta Lazzaro (Business School for the Creative Industries – University for the Creative Arts) & Adriana Turpin (IESA - Institut d'Études Supérieures des Arts)**
Sales of Boulle and Riesener furniture in 19th-century Britain
- 10:00–10:30 **Anna Mignosa & Marleen Hofland Mol (Erasmus University Rotterdam)**
The implications of embodied knowledge on the valuation of creative craft goods.
- 10:30–11:00 **Giovanni Maria Riccio (University of Salerno) & Pezza, Federica (PQ Trademark Attorney)**
The “made in Italy” case: between the need for social recognition of Italian minor arts and elaboration of alternative instruments of protection
- 11:00–11:15 *Coffee break*
- 11:15–12:15 **Keynote speaker: Koenraad Brosens (University of Leuven)**
Interweaving methodologies: why tapestry trumps the fine arts anytime

12:15–13:30 *Free for lunch*

Session 4

Entrepreneurial and strategic endeavors in the markets for crafted works

Session chair: Elisabetta Lazzaro (University for the Creative Arts)

13:30–14:00 **Ellen Loots (Erasmus University Rotterdam) & Anne-Sophie Radermecker (Université libre de Bruxelles).** *How identity and self-perception affect business models in the creative crafts sector*

14:00–14:30 **Camille Mestdagh (LARHRA)**
Analysing a Rising Market for Decorative Arts Through the Business of a Curiosity Dealer in 19th-Century Paris

14:30–15:00 *Coffee break*

15:00–15:30 **Lauren England (Department of Culture, Media & Creative Industries, King's College London)**
Creative symbiosis: Connecting the wood industry, craft, and design ecology of South Tyrol (with Federica Vigano, Faculty of Education, Free University of Bolzano, Roberta Comunian, Department of Culture, Media & Creative Industries, King's College London, UK)

15:30–16:00 **Ilse Romeijn (Erasmus University Rotterdam)**
A New Perspective to Craft Entrepreneurship: Looking through the Eyes of Migrants

16:00–16:30 **Darius Spieth (Louisiana State University)**
Murano Glass versus Studio Glass: Strangers in a Twin Market

16:30–17:00 **Closing remarks**
Adriana Turpin & Ellen Loots

17:00–18:30 *Drinks*

Saturday 11 June

10:00–13:00 *Cultural activity: visit of the Depot of the Boijmans museum (optional)*

REGISTRATION

To register for the workshop, please send an email to workshop@eshcc.eur.nl by **31 May 2022**. Registration is mandatory but free of charge.

The event will be live streamed for those who cannot attend in person and wish to follow the presentations remotely.