

Exploring Risk and Uncertainty: Metaphors from the Art Market

23 September 2011

Sotheby's Institute of Art, London

9:00 - 9:30	Registration	1:00 - 2:00	Lunch
9:30 - 9:40	Welcome and Introduction <i>Jos Hackforth-Jones, Director, Sotheby's Institute of Art Michelle Tuveson, Executive Director, Cambridge Centre for Risk Studies</i>	2.00 - 3:30	Session 3 <i>Chair: Daniel Ralph, Cambridge Centre for Risk Studies</i>
9:40 - 11:00	Session 1 <i>Chair: D'Maris Coffman, Winton Centre for Financial History</i> Risk and Opportunity: An Art Market Perspective <i>Tom Christopherson, Sotheby's</i> Introductory Thoughts on the Nature of Risk, Uncertainty and the Structuring Role of Metaphors <i>Richard Bronk, London School of Economics</i> Chance <i>Margaret Iversen, University of Essex</i>		The Morphing Industry Architectures in the Art World <i>Michael Jacobides, London Business School</i> The Collateral Value of Fine Art <i>Clare McAndrew, Arts Economics</i> Art Fairs as Resource Valuation and Trading Events <i>Joseph Lampel, Cass Business School</i> Negotiating Authenticity: Contrasting Value Systems and Associated Risk in the Global Art Market <i>Tom Flynn, The Sculpture Agency</i>
Arts	Battling Uncertainty: Old and New Experts in the Market for Visual <i>Filip Vermeylen, Erasmus University, Rotterdam Payal Arora, Erasmus University, Rotterdam</i>	3.30 - 4:00	Coffee & Tea
		4.00 - 5.30	Session 4 <i>Chair: Jeremy Eckstein, Sotheby's Institute of Art, London</i>
11:00 - 11:30	Coffee & Tea		Does the Sun 'Shine' on Art Prices? <i>Rachel Campbell-Pownall, University of Maastricht</i>
11:30 - 13:00	Session 2 <i>Chair: Mary Rozell, Sotheby's Institute of Art, New York</i> Risk Perception in the Visual Arts <i>Anna Dempster, Sotheby's Institute of Art, London</i> Using Sentiment Analysis in Assessing Risks in the Art Market <i>Anders Petterson, ArtTactic</i> Bubbles in the Art Market <i>Stephen Satchell, University of Cambridge</i>		Price and Volume in the Art Market <i>Christopher Spaenjers, HEC Paris</i> How to Define the Quality of Artistic Goods? <i>Laurent Noel, Audencia Nantes School of Management</i> Without Uncertainty No Art Market <i>Arjo Klamer, Erasmus University, Rotterdam</i>
		5.30 - 5.45	Closing Remarks
		5.45 - 7:00	Reception