

Frankfurter Allgemeine Forum

INSELN DER AUFMERKSAMKEIT

CONFERENCE

**PUBLIC PRIVATE PARTNERSHIP
– SUPPORT AND PROTECTION
OF CULTURAL ASSETS?**

23/24 November 2016, Cafe Moskau, Berlin

PUBLIC PRIVATE PARTNERSHIP SUPPORT AND PROTECTION OF CULTURAL ASSETS?

For an innovative, creative and open-minded society suggestions and thought-provoking impulses from art and culture are indispensable. The commitment to art and culture as an integral part of a living democracy and to a state which sees itself as a cultural nation, is documented in many different ways. Cultural assets must be supported and protected, because they contribute to the sense of identity of people and nations – this applies both retrospectively and with a view to the future.

This year's art conference of Frankfurter Allgemeine Forum will deal with issues relating to meaningful framework conditions and the social benefits of Public Private Partnership models.

Public Private Partnership – in times of reduced cultural spending and increasing costs as well as exploding prices this sounds promising. At the same time, it is a tried and tested model which has been cultivated for decades – with varying degrees of success, but nonetheless indispensable.

Because after all the co-operation of public institutions with private financial backers enables projects to be implemented which would otherwise possibly not even exist.

PATRON
MINISTER OF STATE FOR
CULTURE AND MEDIA
Prof Monika Grütters MdB



Federal Government Commissioner
for Culture and the Media



PARTNER



PORSCHE

KNOWLEDGE PARTNER

**INDEPENDENT
COLLECTORS**

THE TOPICS

- » The civic engagement of collectors provides opportunities which would not be conceivable without them. Do these and other Public Private Partnership models contribute to a diverse cultural landscape, to the promotion and to the protection of cultural assets?
- » Crowd-pulling museum exhibitions, concerts, theatre or ballet performances are frequently not possible without »friendly support« due to the enormous costs. Is there too much private sector commitment if not only museum directors, curators and general administrators decide about what is considered as relevant and exhibited?
- » How can the diversity of contents be preserved and private funds be managed in a meaningful manner at the same time?
- » How can a safe long-term planning be addressed?

THE SPEAKERS

Dr Marion Ackermann, *Director General State Art Collections, Dresden*
Dr Tobia Bezzola, *Director Museum Folkwang, Essen*
Dr Stefan Brandt, *Managing Director Hamburger Kunsthalle*
Ben Davis, *National Art Critic for artnet News and author of 9.5 Theses on Art and Class, New York*
Dr Yilmaz Dziewior, *Director Museum Ludwig, Cologne*
Prof Dr Susanne Gaensheimer, *Director MMK Museum of Modern Art Frankfurt am Main*
Antonio Grassi, *Diretor Executivo INHOTIM, Brazil*
Prof Monika Grütters MP, *Federal Government Commissioner for Culture and the Media*
Franzi Günther, *Managing Director Stuttgarter Ballett*
Ewa Hess, *Senior Editor Arts, Tages-Anzeiger/SonntagsZeitung, Zurich*
Annette Kulenkampff, *CEO, documenta and Museum Fridericianum gGmbH, Kassel*
Ina Lockhart, *Online Editor FAZ.NET*
Hubert Looser, *Fondation Hubert Looser, Zurich*
Benita von Maltzahn, *Head of Culture and Head of Cultural and Social Engagement, Volkswagen AG*
Bernardo Paz, *Collector, Founder INHOTIM, Brazil*
Boris Pofalla, *Art Critic, Berlin*
Daniela Rathe, *Head of Politics and External Affairs, Dr. Ing. h.c. F. Porsche AG, Stuttgart*
Professor Dr Peter Rawert, *Notary, F.C. Gundlach Foundation, Hamburg*
Eva Claudia Scholtz, *Managing Director Hessian Culture Foundation, Wiesbaden*
Amit Sood, *Director Google Cultural Institute, London*
Katrin Stoll, *Managing Shareholder, Neumeister Art Auction House, Munich*
Jochen Volz, *Curator, General and Artistic Director INHOTIM 2005–2012*

23 November 2016

- 7.00 pm Evening reception
- 7.30 pm **TALK**
Bernardo Paz, *INHOTIM*
Jochen Volz, *Curator*
-

24 November 2016

- 9.00 am Registration and distribution of conference documents
- 10.00 am **OPENING SPEECH**
»Art and Identity: Cultural Asset Protection as State Responsibility«
Prof Monika Grütters, *Federal Government Commissioner for Culture and the Media*
- 10.30 am **KEYNOTE**
»One has to invest into the future to make it happen.«
Dr Marion Ackermann, *State Art Collections Dresden*
- 11.00 am **PRESENTATION**
»A Cultural Journey through Partners and Technology«
Amit Sood, *Google Cultural Institute*
-

- 11.30 am Break
-

12.00 noon **STATEMENT**

»Promoting and demanding – typical conflicts of interest from a contract drafting viewpoint«

Prof Dr Peter Rawert, Notary, F.C. Gundlach Foundation

12.10 pm **PANEL**

»Promotion and protection of art and culture: assume responsibility together«

Dr Yilmaz Dziewior, Museum Ludwig

Annette Kulenkampff, documenta and Museum Fridericianum

Benita von Maltzahn, Volkswagen

Prof Dr Peter Rawert, Notary, F.C. Gundlach Foundation

Eva Claudia Scholtz, Hessian Culture Foundation

Presenter: **Boris Pofalla**

1.10 pm Lunch

2.15 pm **PRESENTATION AND TALK**

»Fondation Hubert Looser«

Hubert Looser presents his collection and foundation.

Followed by a conversation with

Ewa Hess, Tages-Anzeiger/SonntagsZeitung, Zurich

3.00 pm **Lecture**

»The dangers of the US model of patronage«

Ben Davis, Art Critic

3.20 pm Break

3.50 pm **PRESENTATION**
»INHOTIM, a place for knowledge and transformation«
Jochen Volz, *Curator*

Followed by a conversation with
Antonio Grassi, *INHOTIM, Brazil*

4.30 pm **PANEL**
»Perspectives from practice: with friendly support«
Dr Tobia Bezzola, *Museum Folkwang*
Dr Stefan Brandt, *Hamburger Kunsthalle*
Fränzi Günther, *Stuttgarter Ballett*
Daniela Rathe, *Dr. Ing. h.c. F. Porsche*
Katrin Stoll, *Neumeister Art Auction House*

Presenter: Ina Lockhart, *FAZ.NET*

5.30 pm **KEYNOTE**
»MMK 1|2|3 – Explore new avenues together
3 locations for the MMK Museum für Moderne Kunst
Frankfurt am Main«
Prof Dr Susanne Gaensheimer, *Director MMK Museum of
Modern Art Frankfurt am Main*

6.00 pm Get-together



VENUE

Cafe Moskau
Karl-Marx-Allee 34
10178 Berlin

Cafe Moskau is a landmark of Berlin, like the television tower, the Brandenburg Gate and the Reichstag. In the early 60s it was built near Alexanderplatz Square as a showcase of a pioneering building complex to represent a highlight of modern GDR architecture as well as the characteristic social structure of Berlin and the awakening to a new era.

CONTACT

If you have any questions, please contact us!

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Further information and registration

www.faz-forum.com/kunst2016

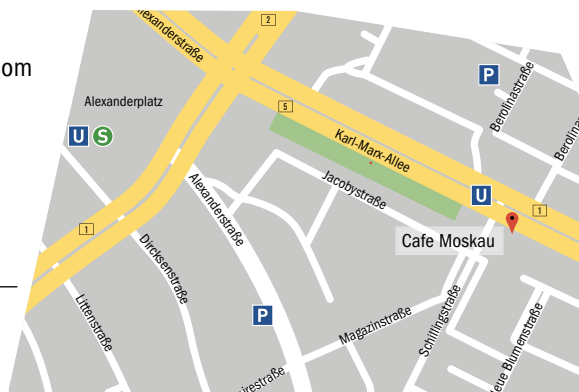
Concept and implementation


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Registration for the conference

PUBLIC PRIVATE PARTNERSHIP

SUPPORT AND PROTECTION OF CULTURAL ASSETS?

in Berlin on November 24, 2016

Please send your registration by fax to: +49 69 75 91-26 63

or register on the website: www.faz-forum.com/kunst2016

Yes, I attend the conference in Berlin on November 24, 2016.

at the normal price of: EUR 750 + VAT

at the special price*: EUR 150 + VAT

* The special price applies to participants from the art context (museum directors, curators, art collectors, galleries, art dealers, auction houses, art advisors as well as staff of museums and foundations).

Yes, I would like to attend the conference in Berlin on November 24 as a representative of the press.

Yes, I attend the evening reception on November 23, 2016.

Name

First Name

Position / Department

Telephone

Email

Company

Street

ZIP code / Place

Sector

Date, Signature

VENUE

Cafe Moskau, Karl-Marx-Allee 34, 10178 Berlin

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Frankfurter Allgemeine Forum

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Conditions for Participation. The participation fee for this event inclusive of conference documents, lunch, refreshments per person plus taxes is payable on receipt of the invoice. We will send you a confirmation after your registration. Cancellation (only in writing) is possible free of charge up to 30 days before the event, after which half the participation fee will be charged. On non-attendance or cancellation on the day of the event, the complete participation fee is payable. We will gladly accept a substitute participant without any additional costs. The organiser reserves the right to change the programme due to any unforeseen circumstances.

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