



Bellerivestrasse 209

CH-8008 Zurich

Email: info@bscc.co.uk

Website: www.bscc.co.uk



INVITATION / REGISTRATION

The BSCC, BCCG and COBCOE take great pleasure in inviting you, your colleagues and friends to a half day seminar to explore the perennially tricky relationship between business and art

ART, BUSINESS AND MONEY **How do art and business interact?**

Thursday, 11th June 2009

Kongresszentrum Basel MCH Messe Schweiz AG
Messeplatz 21, 4058 Basel

Registration/coffee 10.30; Seminar 11.00-13.00; English Style Sandwich Lunch 13.00-14.00

The Speakers will be

Simon de Pury, Auctioneer, Phillips de Pury & Company
Victoria Preston, Deputy Director, Kunsthalle Geneva
Felicity Lunn, Curator UBS Art Collection
Leonard Bullock, Artist

The topic is fraught with difficulties but is vital – art needs the funding that business can bring and business needs the inspiration of great art. Our speakers will bring modern answers to age old conundrums such as: Do artists need business? Does business get in the way of art? and What's in it for business?

As the art world goes about its business, and Art Basel attracts very big business, our expert panel will debate the complexities of:

- Art as an investment for individuals and corporate entities
- What's new at Art Basel?
- Sponsorship – what it means for the art world
- Sponsoring an artist – the pros and cons for businesses
- Why businesses create galleries
- What should you look for in an artist?
- How can the artist work with business?
- Art for your office
- Partnerships between business and art

Art is business, but business has to tread a careful line if it wants to associate with the art world.

Following the seminar we recommend that participants take the time to visit Art Basel. Ticket information can be found on the Art Basel website: www.artbasel.com



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C O B C O E
Council of British Chambers
of Commerce in Europe

The number of participants is limited to 80 (first come – first served!)

Registrations online on [www.bscc.ch/forthcoming events](http://www.bscc.ch/forthcoming_events): receive an e-mail confirmation, manage your booking, including registering guests. Credit card details are requested to secure your booking, and following the event your credit card will be debited.

If you do not have access to the internet: by post to Evelyne Forster, P.O. Box 25, CH-4112 Bättwil-Flüh

Registration deadline: 12 noon, Tuesday 9th June. Registrations received after this date can no longer be accepted.

Participation fee including VAT (VAT No: 354 166): **CHF 95.00** for members and their guests and **CHF 120.00** for non-members.

We regret that no cash payments can be taken on the day of the event.

Cancellations must be received by 12 noon on Tuesday 9th June, otherwise there will be a **full no-show charge**.

The organisers reserve the right to make any changes to the programme.

Name/First Name: _____ Position: _____

Company & address: _____

Tel No: _____ BSCC Member: Yes No

BCCG Member: Yes No COBCOE Member: Yes No

Guest's Name: _____ Company: _____

Guest's Name: _____ Company: _____

Please charge my credit card: Visa Mastercard American Express

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