



SMART COLLECTING

Dubai, **Jumeirah Emirates Towers Hotel**: Sunday 20 January

Abu Dhabi: Monday 21 January

Kuwait City, **Marina Hotel**: Wednesday 23 January



LISA BALL-LECHGAR

Editor of Canvas magazine &
Expert in Contemporary Middle
Eastern art, Dubai.



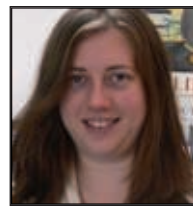
PHILIP HOFFMAN

Chief Executive,
The Fine Art Fund, London.



RAY WATERHOUSE

Art Advisor & Founder of
Waterhouse & Dodd, London.



RUTH JOHNSON

Head of Operations & Client Relations,
The Fine Art Fund, London.

This seminar is for emerging and established art collectors who wish to acquire art and build collections. It will discuss the mechanisms of the art market, the value of art, insurance, transport and conservation. The course will better equip collectors to establish relationships with art advisors, galleries and auction house.

Time	Session
10:00 - 10:30	Guests Arrival and Registration
10:30 - 11:30	Module 1: A Guide to Buying Art - Philip Hoffman (Dubai & Abu Dhabi) and Ruth Johnson (Kuwait City). Practical tips on maintenance and what to look for in a work of art; establishing authenticity and value; assessing quality and condition; provenance and exhibition history; art as an investment.
11:30 - 11:40	Coffee Break
11:40 - 12:40	Module 2: Introduction to the Art Market - Ray Waterhouse. An insider's view; the mechanisms of the art market; buying advice and expertise; gaining confidence in assessing value and developing taste; strategies for building collections.
12:40 - 12:50	Coffee Break
12:50 - 13:50	Module 3: A Guide to Art Investment - Philip Hoffman (Dubai & Abu Dhabi) and Ruth Johnson (Kuwait City). Diversifying portfolios with art investments; investment risks; the role of banks in acquiring artworks; taxes and art; buying patterns - pleasure, investment, education.
13:50 - 14:50	LUNCH
14:50 - 15:50	Module 4: Life As a Collector - Ray Waterhouse. Working with an art advisor; art patronage: the role of art in society; patronage by private and corporate clients; the benefits of art committees; the practicalities of being a collector.
15:50 - 16:00	Coffee Break
16:00 - 17:30	Module 5: The Role of Foundations - Lisa Ball-Lechgar. Defining the cultural funding map; establishing an art foundation; making your collection work; creating social value; different types of foundations.

MODERN & CONTEMPORARY MIDDLE EASTERN ART

Dubai, **Jumeirah Emirates Towers Hotel:** Saturday 19 January

Abu Dhabi: Tuesday 22 January

Kuwait City, **Marina Hotel:** Thursday 24 January



LISA BALL-LECHGAR

Editor of Canvas magazine & Expert in Contemporary Middle Eastern art, Dubai.



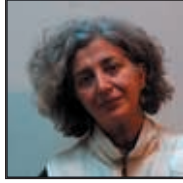
SALEH BARAKAT

Leading Expert in Modern & Contemporary Arab art and founder of Agial Gallery, Beirut.



PAUL HEWITT

International Business Development Director, Christie's, London.



ROSE ISSA

Curator, Art Critic, Author and Specialist in the visual arts and film of the Near East and North Africa, London.



WILLIAM LAWRIE

Specialist in Islamic and Contemporary Middle Eastern Art, Christie's, Dubai.

This class has rarely been given on an academic level let alone in the format of a short course. Spanning the Levant, the Gulf and Iran, the specially designed syllabus will embrace the key movements of Middle Eastern art from the 1950s to the present day, covering various artists such as Paul Guiragossian, Rabab El-Nemr, Farhad Moshiri, Walid Raad and Shirin Neshat. A political synopsis will accompany the class in order to place the artistic activity in context.

Time	Session
10:00 - 10:30	Guests Arrival and Registration
10:30 - 11:30	Module 1: <i>Smart Collecting Condensed</i> - Paul Hewitt. A comparative market analysis with other regional movements (Chinese, Russian, Indian and European); how to research and evaluate artists; understanding CVs; understanding the art market and the prospects for Middle Eastern art.
11:30 - 11:40	Coffee Break
11:40 - 12:40	Module 2: <i>Similar and Different</i> - Saleh Barakat. A delineation of the influences on the Arab world's art and its capacity to appropriate, transform and reproduce them for different ends; identification of three different phases of development of modern art in the region and the problems faced by the art scene today.
12:40 - 12:50	Coffee Break
12:50 - 13:50	Module 3: <i>Iranmania?</i> - Rose Issa. Is the current interest in the Iranian Contemporary art something new or does it resemble the early 1970s Iranian art scene, which combined the support of a high profile individual and a blooming economy in order to create a momentum?
13:50 - 14:50	Lunch
14:50 - 15:50	Module 4: <i>Regional Art Scene panel discussion with Saleh Barakat, Rose Issa and William Lawrie. Moderated by Lisa Ball-Lechgar.</i> The key players and events that are leading to the development of a unified art scene in the Middle East; the importance of public collections (museums and foundations in the Arab and Western worlds) in influencing the market and their selection criteria.
15:50 - 16:00	Coffee Break
16:00 - 17:30	Module 5: <i>Arab Art Going Global panel discussion with Saleh Barakat, Rose Issa and William Lawrie. Moderated by Lisa Ball-Lechgar.</i> The contribution by galleries, curators and international art fairs on the globalisation of Arab art; what European and American museums buy; the longevity of the Middle East art market.

UNDERSTANDING JEWELLERY & WATCHES

Dubai, **Jumeirah Emirates Towers Hotel**: Monday 21 January
Abu Dhabi: Sunday 20 January



CATHERINE CARIOU
Van Cleef & Arpels Museum and
Heritage Curator, Paris.



DAVID WARREN
Senior Director for Christie's, Director
Jewellery Department & Head of
Jewellery Sales, London & Dubai.



JOANNA GRIBEN
Head of the A. Lange &
Söhne Akademie, Dresden.



SUKAIYNA GOKAL
A. Lange & Söhne
Brand Manager for the
Middle East, Dubai.

This course will cover several aspects of jewellery and watches including the evolution of their value, design and fashion. Museum pieces and exclusive watches will be available for examination where possible.

Time	Session
10:00 - 10:30	Guests Arrival and Registration
10:30 - 11:30	Module 1: <i>Smart Collecting Condensed - David Warren.</i> Everybody likes a good deal, how to invest shrewdly; finding your way around auction catalogues and becoming a member of one of the most prestigious clubs in the world; maintenance of jewels and stones and cleaning your collection; culet, girdle, cleavage, graining, fluorescence, sleepy, silk and fish-eye. What does it all mean?
11:30 - 11:40	Coffee Break
11:40 - 12:40	Module 2: <i>Masterpieces of floral inspiration and couture style during a century of creation - Catherine Cariou.</i> The artistry of Van Cleef & Arpels: nature as a source of inspiration, exquisite gems that bring to life flowers, birds of paradise, and butterflies; masterpieces of refinement; the couture style as a virtuoso trompe-l'oeil of embroidery, tulle, zippers and bows.
12:40 - 12:50	Coffee Break
12:50 - 13:50	Module 3: <i>Watches - Sukaiyna Gokal and Joanna Gribben.</i> The history of time keeping; the art of watchmaking; living a passion and how to identify an appropriate investment.
13:50 - 14:50	Lunch
14:50 - 15:50	Module 4: <i>Unique pieces and special orders: Examples of the inventiveness of Van Cleef & Arpels - Catherine Cariou.</i> A rare opportunity to enjoy unique pieces and prestigious commissions that exemplify the outstanding creativity of Van Cleef & Arpels: masterpieces of romance and commemoration from the royal houses of the world and the stars of stage and screen.
15:50 - 16:00	Coffee Break
16:00 - 17:30	Module 5: <i>Pearls - David Warren.</i> Folklore and facts; pearl diving; the largest pearls in the world; understanding pearl weights and putting size in context; different types of pearls; caring for pearls.

Main Sponsors



Co-sponsors

