

Responsible Art Market

RAM

RAM Annual Conference

The Artists' Market

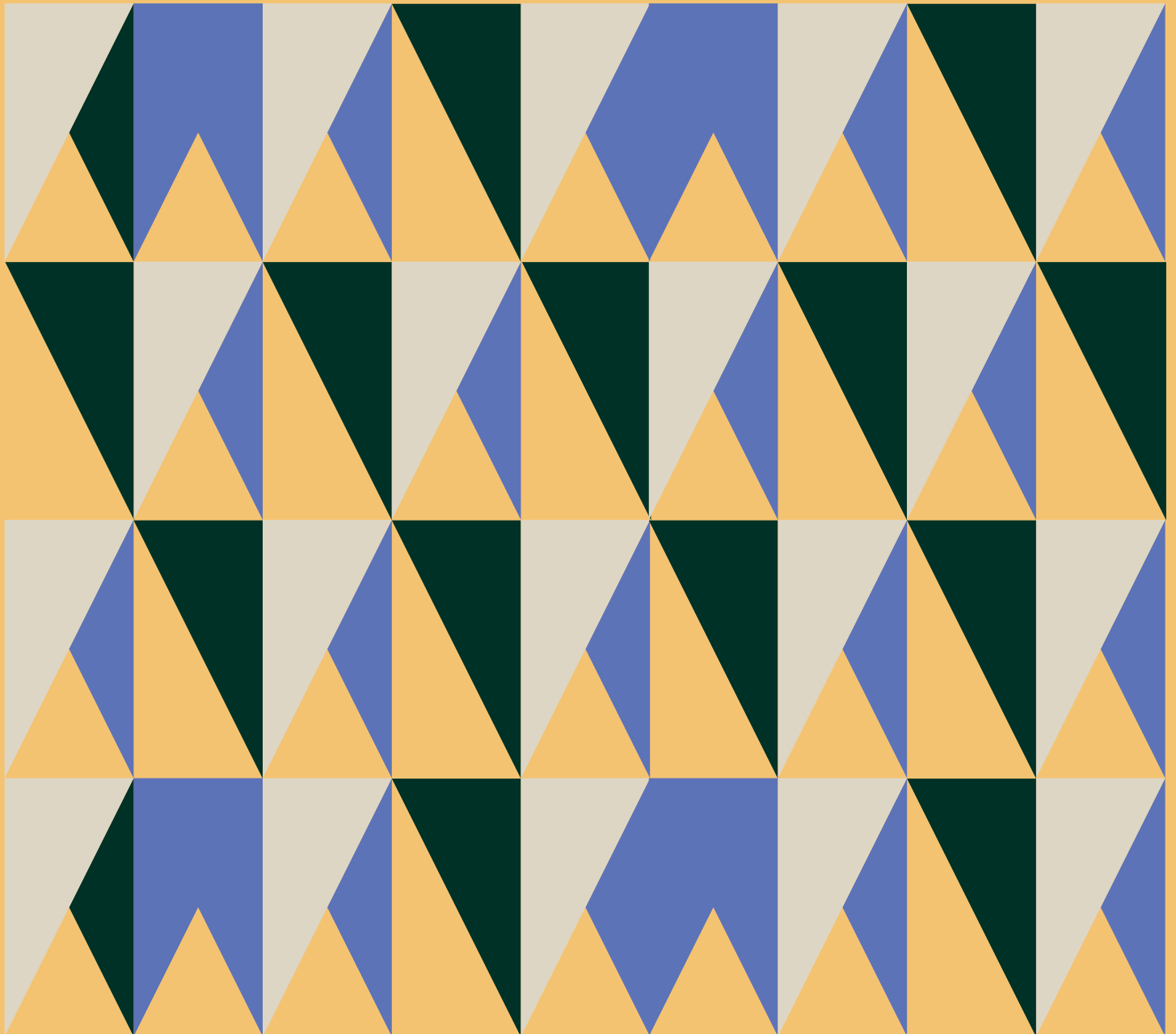
Friday, 31 January 2025

10:00 – 15:00

artgenève, Salon d'art

Palexpo, Geneva

Art Talks booth (A2)



# The Artists' Market

This conference is dedicated to artists – the most important players in the art market. Their creativity, expression and vision inspires and speaks across generations and time...but to succeed, their artwork must be valued, explained, exhibited and promoted.

From artwork commissions to contracts, pricing and sale restrictions: What risks exist for artists navigating this uncertain and evolving market. What role do other actors play and how collectively, can we work together responsibly to support artists? Just some of the topics and questions our expert speakers will be exploring through a practical lens.

**09:30**      **Registration & welcome coffee**

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**10:00**      **Welcome & opening remarks**

Anne Laure Bandle, Borel & Barbey, Art Law Foundation,  
RAM Taskforce Geneva

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**10:10**      **Keynote Lecture - The Artist as Octopus - A tale of clinging to inner vision while surviving in the art world**

Ben Spiers, artist, London

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**10:50**      **Building an artist's market - From the Studio to the Art Market**

This engaging panel brings together diverse perspectives to explore the challenges and opportunities for artists and other actors in the journey from the studio to the art market. The discussion will touch on different models and strategies for supporting an artist's production, cultivating their networks, and the role others can play in leveraging opportunities for exposure and the positioning of an artist's oeuvre in the marketplace.

**Chair** Anne Laure Bandle, Borel & Barbey, Art Law Foundation, RAM Taskforce, Geneva

Olaf Nicolai, artist, Berlin

Dr. Martin Heller, Good Practice Institute, The Artists, Berlin

Laura Gowen, Gowen Contemporary, Geneva

Luc Meier, La Becque | Artists' residency, La Tour-de-Peilz

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**12:00**      **Standing Lunch**

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**13:00**      **Managing an artist's market - The Primary and Secondary Market Equilibrium**

As the art market evolves, the dynamics between artists, galleries, collectors and auction houses are increasingly complex. What does it take to build and sustain an artist's market success? This panel brings together key players to explore the strategies and implications of managing an artist's career in the delicate balance between the primary and the secondary markets. The discussion will focus on how dealers and galleries work to protect and enhance an artist's market value, the role of non-resale clauses in shaping career trajectories, and how the dynamics between primary sales and auction visibility influence long term success. Panelist will also discuss strategies for navigating collector relationships and maintaining an artist's legacy in an increasingly competitive market.

**Chair** Astrid Rosetti, Astrid Rosetti Firmenich, Geneva & London  
Sarah Allen, Hauser & Wirth, London  
Johan Nauckhoff, Sotheby's, Geneva

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**14:20**      **Legal Flash - 10 things you need to know about art sale contracts**

Drawing on a comparative analysis of current laws in the UK, France, Switzerland and the USA, this session will highlight the key points artists and intermediaries should bear in mind when negotiating contracts for the sale of art.

**Presented by:**

Mathilde Heaton, Phillips Auctionners, RAM Taskforce & RAM London Committee

**With contributions from:**

Natalia Faekova and Gemma Broughall, Taylor Wessing, London  
Anne-Sophie Nardon, Borghèse Associés, Paris  
Mark Reutter, Walder Wyss, Zurich  
Luke Nikas, Quinn Emanuel Urquhart & Sullivan, LLP, New York

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**14:45**      **Closing Remarks**

Mathilde Heaton, Phillips Auctionners, RAM Taskforce & RAM London Committee

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# Complimentary visit of artgenève, salon d'art

Thanks to the kind support of “artgenève”, salon d'art, conference participants will receive a complimentary entry to the fair on the day of the conference.

## Registration

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Register for the event online and by 26 January using the following link :

<https://www.responsibleartmarket.org/responsible-art-market-annual-conference-2025-registration/>

You may not register at the venue.

### Registration Fees

CHF 150 for members of the Art Law Foundation  
CHF 200 for non-members  
CHF 70 for students and trainee lawyers

### Payment

Bank Transfer: To the Art Law Foundation

Postfinance – 4808 Zofingen

Account No: 17-60083-5

IBAN: CH27 0900 0000 1706 0083 5 – Bic/Swift: POFICHBEXXX

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Art Genève  
Salon d'Art  
30.01—02.02.25

The Responsible Art Market Initiative

Raising awareness of issues faced by the art industry, and providing a forum to share practical guidance and responsible practices.

[www.responsibleartmarket.org](http://www.responsibleartmarket.org)