

## MASTERCLASSES

**Parque Semana del Arte, Plaza Intendente Seeber**  
(enter via Avenida Sarmiento)

### Masterclass III: When Art Travels

Saturday, April 13, 14h–15h

**Ana Castella**, Museo Tamayo, Mexico City

**Florencia Malbrán**, New York University, Buenos Aires

In an increasingly globalized artworld, exhibitions, collections, artists, and curators migrate temporarily or permanently, putting the truism “art knows no borders” to the test. In this talk, gallerist Ana Castella and curator Florencia Malbrán discuss: How do different contexts affect the appreciation of the artworks? What gets lost in translation? And what new dimensions are discovered? *In Spanish.*

### Masterclass IV: How to Use a Museum?

#### Learning at Cultural Institutions

Saturday, April 13, 15h–16h

**Lucrecia Palacios**, Museo de Arte Moderno, Buenos Aires

**Emiliano Valdés**, Museo de Arte Moderno, Medellín

Museums are regarded as spaces for training, research, and exploration, even learning, but not for education in the strict sense of the term. What is the role, then, of a museum's public programs? In this discussion, two established curators, Lucrecia Palacios and Emiliano Valdés, will explore which models of education and learning are viable within a space that is not a school per se but an institution that can – and should – contribute to the cultural and civic formation of global citizens. *In Spanish.*

### Masterclass V: New Platforms for Art Criticism and Thinking

Saturday, April 13, 16h–17h

**Vivian Gandelsman**, Artload, São Paulo

**Laura Isola**, Universidad de Tres de Febrero/Universidad de Buenos Aires, Buenos Aires

In an age where works of art are disseminated digitally and frictionlessly, which platforms are best suited to promote debate and foster critical reflection? While the traditional exhibition review is still in good health, a proliferation of new formats aims to connect with audiences in innovative ways. This conversation between art critics Vivian Gandelsman and Laura Isola will explore the strengths and weaknesses of newer and older platforms for art criticism and thinking. *In Spanish.*

### Masterclass VI: What the Future Holds for Art and Technology

#### An international panel discussion

Sunday, April 14, 17h–18:30h

**Enrico Bauer**, Berlin Future Forum, Zurich

**Yasuhiko Genku Kimura**, Berlin Future Forum, New York

**Alec Oxenford**, arteBA, Buenos Aires

**Rafael Steinhauser**, Berlin Future Forum, São Paulo

**Frederick Turner**, University of Texas, Dallas

In this Masterclass, five experts on art and technology – all members of the Berlin Future Forum – will map the current trends and transformations in the two fields that can help imagine their overlapping and collaborative future. *In English and Spanish, with simultaneous translation.*



## In collaboration with arteBA Fundación

arteBA Fundación, the lead cultural partner of Art Basel Cities: Buenos Aires, welcomes more than 80 Argentine and international galleries to the 28th edition of its annual art fair – the largest contemporary art fair in Latin America – at La Rural, April 11–14. For more information, visit [arteba.org](http://arteba.org).

## Semana del Arte, April 8–14, 2019

During a key moment in April pegged to the annual arteBA contemporary art fair, Buenos Aires museums, studios, residencies, foundations, and nonprofits align to offer programming for a Semana del Arte spearheaded by the government of the City of Buenos Aires. Centered around an outdoor salon at Plaza Intendente Seeber in Palermo, the festivities include art installations by Carlos Huffmann, Marie Orensanz, Luna Paiva, Margarita Paksa, and Mariana Telleria; more than 43 exhibitions at 22 cultural venues; the arteBA fair; a cinema art cycle presented by the Buenos Aires Festival Internacional de Cine Independiente (BAFICI); guided tours; and a special edition of the Art Basel Cities: Buenos Aires Talks Program, produced in collaboration with arteBA Fundación. In addition to these free activities, a limited number of tickets to partner institutions will be made available. For details, visit [buenosaires.gov.ar/cultura/semana-del-arte](http://buenosaires.gov.ar/cultura/semana-del-arte).

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# Art | Basel | Cities

## Buenos Aires

April 12–14, 2019



# Art Basel Cities Talks Program in collaboration with arteBA Fundación, April 12–14, 2019

Art Basel Cities: Buenos Aires is a multiyear program of initiatives that celebrate the city's thriving cultural ecosystem. Since 2017, Art Basel Cities has bridged the international and Argentine artworlds through a series of professional collaborations, projects, and exchanges, amplifying Buenos Aires's position as a cultural destination of choice.

During the Semana del Arte organized by the city, Art Basel Cities is collaborating with arteBA Fundación to produce a lively series of dialogs that will host more than 40 speakers from across the cultural spectrum to discuss topics for, and with, the Buenos Aires audience. Using two contrasting formats, Masterclasses and Parallel Rooms, these talks aim to facilitate exchanges between members of the global art community and the local population.

All talks are free and open to the public. For more information on the Talks Program or past activations, visit [artbasel.com/cities](http://artbasel.com/cities).

## MASTERCLASSES

**Parque Semana del Arte, Plaza Intendente Seeber  
(enter via Avenida Sarmiento)**

### Masterclass I: Crowdfunding

Individual Coaching Sessions with Nadine Lopez  
Friday, April 12, 10h–13h, 14h–18h  
**Nadine Lopez**, independent consultant and former head of development, Business Initiatives, Art Basel, Basel

In these by-appointment consultations, Art Basel Cities offers artists, curators, directors of art spaces, and other cultural producers the opportunity to discuss their projects and gain practical, tailored advice on funding during 30-minute sessions.

*In English. Capacity is limited.  
To RSVP, please email  
[artbaselcitystalks@gmail.com](mailto:artbaselcitystalks@gmail.com).*

### Masterclass II: Discussing Gender in Contemporary Art

Friday, April 12, 18:30h–20h  
**Estrella de Diego**, Universidad Complutense, Madrid  
**Diana Wechsler**, Universidad de Tres de Febrero, Buenos Aires

Estrella de Diego is a professor of contemporary art who focuses on gender theory and postcolonial studies. Diana Wechsler is an Argentine art historian, researcher, and critic who has curated exhibitions around the globe. In this Masterclass, they examine the current international art landscape and discuss how conversations around gender have shaped artistic practices and our institutional and critical approaches to art.  
*In Spanish.*

## PARALLEL ROOMS

**arteBA, Pista Central of La Rural, Avenida Sarmiento 2704**

**Parallel Rooms Saturday, April 13, 17:30h–20:30h**

What are the social and political forces changing the way we create art today? Parallel Rooms features leading curators, artists, writers, and philosophers addressing this question and other relevant topics in a series of concurrent talks. Over the course of three sessions on April 13, four thought-provoking discussions unfurl simultaneously in nearby domes, offering visitors the ability to tailor a program geared to their own interests as they move freely from room to room for these intimate conversations. Please see [artbasel.com](http://artbasel.com) for full speaker bios.

### SESSION 1

#### The Shape of Art to Come

17:30h–18:30h

In this session, speakers will discuss how the artworld responds to the cultural and social forces that are changing our understanding of art and the way we practice it. Conversations will revolve around the challenges of art institutions in a globalized art landscape, the commitment of artists and curators to new narratives and perspectives, and the strategies deployed by collectors who want to support and preserve works and unconventional interventions.

#### Room 1. The Curator as Activist

**Milovan Farronato**, Fiorucci Art Trust, London  
**Santiago Villanueva**, Universidad Nacional de las Artes, Buenos Aires  
*In English and Spanish, with simultaneous translations.*

#### Room 2. Collecting in a Globalized World

**Aníbal Jozami**, Universidad de Tres de Febrero, Buenos Aires  
**Mercedes Vilardell**, collector, Madrid  
*In Spanish.*

#### Room 3. An Introduction to the Joy of Performance

**Isabel Lewis**, artist, Berlin  
**Osías Yanov**, artist, Buenos Aires  
*In English and Spanish, with simultaneous translation.*

#### Room 4. How Can Art Institutions Foster Experimentation?

**Stuart Fallon**, Talbot Rice Gallery, Edinburgh  
**Raúl Flores**, independent curator, Buenos Aires  
**Violeta Mansilla**, UV Estudios, Buenos Aires  
*In English and Spanish, with simultaneous translation.*

### SESSION 2

#### Art in the Public Sphere

18:30h–19:30h

This session will focus on how artists, art professionals, and art institutions can engage in meaningful interactions with their audiences and expand their reach. Conversations will revolve around the mission of public programs in museums, the key role of curators and art critics, and the many ways in which collectors and patrons of the arts can foster communication between the artworld and society at large.

#### Room 1. How Does Art Voice Social and Political Issues?

**Carlos Herrera**, Munar, Buenos Aires  
**Bernardo Mosqueira**, Solar dos Abacaxis, Rio de Janeiro  
*In Spanish and Portuguese, with simultaneous translation.*

#### Room 2. How Can Contemporary Art Reach Larger Audiences?

**Laurence Gateau**, FRAC Pays de la Loire, Nantes  
**Pascal Neveux**, FRAC Provence-Alpes-Côte d'Azur, Marseille  
**Gabriela Urtiagar**, Centro Cultural Kirchner, Buenos Aires  
*In French, with simultaneous translation into Spanish.*

#### Room 3. First Things First: Making Exhibitions for a General Audience

**Max Andrews**, Latitudes, Barcelona  
**Lara Marmor**, independent curator, Buenos Aires  
*In Spanish.*

#### Room 4. An Exhibition by Any Other Name

**Alejandra Aguado**, Móvil, Buenos Aires  
**Sandino Scheidegger**, curator, San José/Zurich  
*In English and Spanish, with simultaneous translation.*

### SESSION 3

#### In and Out of the Museum: Where to Find Art Today?

19:30h–20:30h

Art lovers are used to enjoying art in museums and galleries, but recently they have had increasing opportunities to experience art within new contexts: a private collection, a public exhibition encountered while walking down the street, even art that arises while perusing the Internet or social media. This session will explore the new platforms and spaces the artworld has developed to reach contemporary audiences.

#### Room 1. Curating in Context: How to Be Site-Specific

**Florencia Battiti**, Parque de la Memoria, Buenos Aires  
**Kit Hammonds**, Museo Jumex, Mexico City  
*In Spanish and English, with simultaneous translation.*

#### Room 2. Beyond the Museum: New Institutional Frames for Art

**Mariana Cánepa Luna**, Latitudes, Barcelona  
**Solana Molina Viamonte**, Móvil, Buenos Aires  
*In Spanish.*

#### Room 3. Private Collections and the Local Art Scene: How to Develop a Productive Relationship

**Benedicta M. Badia de Nordenstahl**, collector, Buenos Aires/Singapore  
**Carlos Marsano**, Artus, Lima  
**Laurie Ziegler**, collector, Los Angeles  
*In Spanish and English, with simultaneous translation.*

#### Room 4. The Public Task of the Collector

**Axel Haubrok**, Haubrok Foundation, Berlin  
**Mauro Herlitzka**, Henrique Faria gallery, Buenos Aires  
**Herman Steyn**, Scheryn Art Collection, Cape Town  
*In English and Spanish, with simultaneous translation.*