



**Art Fairs and Biennials as Instruments of *Soft Power* in Today's Capitalism: A Historical Vision from Ancient Greece and Rome until Contemporaneity**

**AN INTENSIVE 2-HOUR SEMINAR**

## WHAT PEOPLE HAVE SAID ABOUT THE SEMINAR

“The seminar gives a refreshing and truly global picture on the world of biennials and art fairs as well as offering a valid alternative to the generally accepted narrative by the mainstream.”

**Michele Robecchi**, art critic and editor *Phaidon* Press (London)

“Besides providing a rich historical vision, the seminar examines the complexities of today's art system with multiple and clarifying examples of the so-called “fairization” of biennials and the “biennialization” of art fairs, which helps us have a better understanding of the sophistication of the global art market.”

**Raisa Clavijo**, Editor-in-Chief *Artpulse* (Miami)

“The seminar on art fairs and biennials offers a clear historical perspective that is challenging and well-informed of two of the most important artistic platforms.”

**Walter Willems**, curator Zayed University (Abu Dhabi/Dubai)



## Are Art Fairs the New Biennials or are Biennials the New Art Fairs?

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### CONCLUSION: WHAT ARE THE FUTURE CHALLENGES OF ART FAIRS AND BIENNALES



**Art | Basel  
Hong Kong**

**THIS SEMINAR WILL ALLOW YOU TO**

- Understand the Complex History of Art Fairs and Biennials and Have a Better Knowledge of Contemporary Art and its Globalization
- Recognize How Art Fairs and Biennials Have become Instruments of Soft Power in Today's Culture Capitalism
- Appreciate the Controversial Phenomena of the "Fairization" of Biennials and the "Biennialization" of Art Fairs
- Articulate Key Art Concepts like "Global Art" and "The Contemporary" and How they Contribute to the Globalization of Art
- Manage the Specific Bibliography of Art Fairs and Biennials

**METHODOLOGY Individual Zoom Session**  
**PRICE 100 Euros**