

# Economies

# of

# Aesthetics

## Join the Economies of Aesthetics Conference – from Possible to Desirable

everyone interested and open for exchange and reversing discussions – from arts, design and university lecturers, to urban developers, sociologists, economists, or protagonists of cultural institutions.

Speakers include amongst others 'a.titolo', Carolyn Christov-Bakargiev, Hassan Bakshi, Catherine David, Desmond Hui, Leo van Loon, Tina Saaby Madsen, Pier Luigi Sacco and Dal Yong Jin.

### Venue:

Located in Basel at the Campus of the Arts – an urban and constantly developing neighbourhood of cultural institutions and key players in the creative industries – the FHNW Academy of Art and Design marks a vibrant place for discourse and dialogue, for experiment and critical reflection addressing socially relevant fields in art, design, media and science.

### Profile Participants:

Delegates of ELIA member institutions are welcome to join the Economies of Aesthetics Conference, be part of this debate, visit Art Basel and return home with new knowledge, new ideas and new contacts with colleagues from around the world. Also PhD students are welcome to participate.

Taking place in Switzerland, Basel 18 – 20 June 2015. Presented by ELIA in collaboration with the FHNW Academy of Art and Design.

The FHNW Academy of Art and Design in their impressive new premises and ELIA, are delighted to invite you to the Economies of Aesthetics Conference. The conference will create a platform for informed discussions between experts coming from higher arts education, economy, social sciences and contemporary aesthetic practices. Besides high profile speakers and presenters, debates and discussions, a visit to Art Basel is part of the programme.

ECONOMIES OF AESTHETICS will provoke new ways of thinking and observing the actual cultural, societal, political and economical processes, and provides a space for thinking in potentialities through a multidisciplinary view. ECONOMIES OF AESTHETICS addresses

ELIA

n|w

University of Applied Sciences and Arts Northwestern Switzerland  
Academy of Art and Design

### Themes Thursday 18 June

#### THE POSSIBLE

##### Catalyzing urban change

Culture is a main driver in the transformation of contemporary urban space in many different ways, from culture-driven urban renewal to new forms of citizenship through bottom-up cultural participation. Is that for real or is it just a gateway to gentrification? What are the emerging models? What the main challenges and criticalities?

#### THE PROFITABLE

##### Economic value, reloaded

Cultural and creative industries are among the most dynamic sectors of the economy. But not always mere maximization of profits proves to be the best way to create value in an effective and sustainable way in today's society. How do we set and secure the most favorable terms for professional artistic practice and cultural entrepreneurship to create the future?

#### THE SENSIBLE

##### Building an antifragile society

How is culture contributing to individual and social resilience in a complex changing environment such as the present one? In a period of mounting xenophobia, ethnic radicalism, and soaring social and economic inequality, how can culture address these challenges in a more accessible and expressive way and function as a platform for a more cohesive society?

#### THE DESIRABLE

##### Architectures of meaning

How central is the quest for, and the contribution to, culture as meaning and sense making in the life of contemporary people? Does it still make sense to speak of culture as a key feature for quality of life? How can we create more inclusive forms of cultural participation that help people develop new skills and capabilities for the benefit of all?

### Themes Friday 19 June

#### RESEARCH

The production of new knowledge goes hand in hand with an anticipation of future challenges. Economies of Aesthetics offers a complex artistic reflection and presents how insights and results unfold.

#### IMPACT

The conference displays the effects of the processes that art and design – creative and cultural activities – unfold in a society. The impact of Culture will be discussed including the critical competences from economy, sociology, ethics and politics.

#### CULTURAL

##### ENTREPRENEURSHIP

Examples of successful projects presenting enduring spaces for cultural entrepreneurship will profile the role within society through new creative processes, in supporting motivated and skilled individuals with an artistic background – promoting new talents – The future is now!

#### SOURCES & RESOURCES

What are the facilities and is the infrastructure needed for creativity? What are existing underlying processes supporting a successful cultural development?

## Programme

For the detailed programme and further information please see the website: [www.elia-artschools.org/basel](http://www.elia-artschools.org/basel)

### Wednesday 17 June

16.00 – 20.00 hr  
Registrations, Opening with lecture from Chus Martinez, followed by Apero Riche

### Thursday 18 June

8.30 – 20.00 hr  
Registrations, followed by presentations with discussions and dinner afterwards

20.00 Uhr  
Cultural Programme (optional)

### Friday 19 June

8.30 – 13.00 hr  
Registrations, followed by presentations and lunch

13.00 – 14.00 hr  
Travel to Art Basel

14.00 – 18.00 hr  
Welcome by Art Basel, followed by debate and drinks

18.00 hr  
Visit Art Basel and Cultural Programme (optional)

### Saturday 20 June

Mobile Sessions: visit interesting places in the city and beyond, and meet local art institutions, practitioners and producers.

## Opening

Art is one of the most powerful tools we have to produce a qualitative attentiveness to the qualities of the 'now,' and how it is aesthetically and politically constituted, as illustrated by the first show 'This Very Hour' at the newly built pavilion of the FHNW Academy of Art and Design, where the opening lecture with the same thematic departing point takes place. Presented by Chus Martinez; head of the Art Institute and 'This Very Hour' curator.

## Art Basel

ECONOMIES OF AESTHETICS takes place in conjunction with ART BASEL to open the conference's thinking space to the audience of the art fair with the debate: 'From Possible to Desirable. In Search of a Common Layer of Meaning,' which at the same time emphasizes and consolidates its topics as part of to-days complexity.

After the debate, ART BASEL welcomes you to the premier international art show of its kind for modern and contemporary works, bringing leading galleries from around the world to the heart of Europe. The exhibition includes the highest-quality paintings, sculptures, drawings, installations, photographs, video and editioned works.

## Registration

You can register online by accessing the Economies of Aesthetics Conference on the website: [www.elia-artschools.org/basel](http://www.elia-artschools.org/basel).

The working language of the Economies of Aesthetics Conference will be English.

## Fees

ELIA Members:	395 euro
ELIA Members Early Bird Fee: (registered before 1 May 2015)	295 euro
Non-Members:	750 euro

The fee covers participation in all presentations and debates, one apero riche, two lunches, one dinner, a visit to Art Basel and access to social and cultural events.

## Hotel Reservations

The FHNW Academy of Art and Design has made preliminary hotel reservations in Basel including accommodations of every type – from large, small, and boutique hotels to bed-and-breakfast accommodations. Please see the website for more information and how to book. Delegates are encouraged to book early, since the city is a very popular destination in June due to Art Basel and other events taking place.

## Travel

Situated in the heart of Europe, where Switzerland, Germany, and France meet, Basel is easy to reach either by air via two international airports, by train and by car. For detailed advice on travel and direct transport to the Campus of the Arts please see: [www.elia-artschools.org/basel](http://www.elia-artschools.org/basel)

## Steering Group

Kirsten Langkilde, Pier Luigi Sacco, Michael Renner, Carla Delfos

## Website

Visit [www.elia-artschools.org/basel](http://www.elia-artschools.org/basel) for detailed programme information, accommodation options and the latest updates. For additional information, please contact the ELIA Conference Manager, Marte Brinkman at [marte.brinkman@elia-artschools.org](mailto:marte.brinkman@elia-artschools.org)

## Contact

### ELIA – European League of Institutes of the Arts

Beulingstraat 8, 1017 BA Amsterdam  
The Netherlands

T: +31 (0)20 330 1116  
[www.elia-artschools.org](http://www.elia-artschools.org)

### FHNW Academy of Art and Design

Campus der Kuenste  
Freilager-Platz 1, 4023 Basel  
Switzerland

T: +41 (0)61 228 4444  
[www.campusderkuenste.ch](http://www.campusderkuenste.ch)