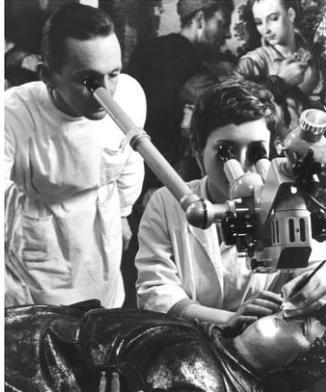


## MEDIA RELEASE

Zurich, 8 September 2011



### What does “authentic” mean today?

#### International conference on “Authenticity in modern art”

**Auction houses and galleries want to offer their clients “authentic” art. But what does “authentic” actually mean? What makes a “true” artist, and what is a “genuine” work of art? How do experts know what is original and what is a fake? And what influence do legal conditions bring to bear? The conference will provide answers to these questions.**

A few decades ago, the theorists began teaching that concepts such as authentic, genuine and original were merely constructions. Artists used artist methods, such as copies and quotations, to challenge these concepts. However, the new trends had little impact on the art market and the way economic value is determined. The decisive factor in the price of an art work is still its claim to be genuine. Equally, authenticity remains a creative objective for artists.

A conference at the Swiss Institute for Art Research (SIK-ISEA) now aims to investigate the significance of authenticity in modern art. Questions will be to what extent words like “original”, “genuine” and “in the artist’s own hand” still make sense, and how our understanding of authenticity changed in the course of the 20<sup>th</sup> century. The conference will relate the fuzzy concept to traditional art genres and art institutions, to digital media and to the conservation of perishable materials.

The conference will draw on international speakers, including the eminent German art historian and writer Wolfgang Kemp and Philippe Sénéchal from the Institut national d’histoire de l’art in Paris.

The conference is being organised by the Swiss Institute for Art Research (SIK-ISEA) in partnership with the Institute of Art History at the University of Zurich. It will take place on 27 and 28 October 2011 at SIK-ISEA in Zurich.

### Open programme

#### Venue and Registration

Thursday and Friday, 27 and 28 October 2011: SIK-ISEA, Zollikerstrasse 32 (near Kreuzplatz), CH-8032 Zurich

Attendance is free. **Please register by 14 October 2011:** by e-mail to [sik@sik-isea.ch](mailto:sik@sik-isea.ch) or by fax to +41 44 381 52 50.

#### Contact for more information

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