

MEDIA RELEASE
Zurich, 26 April 2010

Art & Career

The Swiss Institute for Art Research (SIK-ISEA) is holding an international symposium about the art sector on 27 and 28 May 2010. The title «Art & Career» is deliberately broad in formulation, and the symposium has been divided along the lines of cultural economics into sections on production, distribution, consumption and tradition, reflecting complex economic, sociocultural and political interactions in the art world of the past and present. The event will take place at SIK-ISEA's head office in Zurich.

«Art is art. Everything else is everything else», declared Ad Reinhardt in 1958, in the overture to his statement «25 Lines of Words on Art». What this tautology of purist inspiration ignores is the evolutionary factor. The notion of art has become prone to modification, and what counts today as «everything else» may well have been assimilated tomorrow into the art system and transformed into art.

In the half-century since Reinhardt's thesis was born, the stage where processes and developments relating to art take place have undergone unprecedented differentiation, expansion and change. A growing number of actors, the emergence of new role models and alternative action strategies, institutional changes and the ever increasing significance of the economic factor do, of course, illustrate the radical structural transformations brought by the recent past. And yet the art sector – or «Kunstbetrieb», to use a theoretically charged concept from the sociology of culture – is not a new phenomenon, but throughout every age of Western art history has acquired its contours from the relational matrix of production, distribution, consumption and reception. Accordingly, the contributions to this symposium span the horizon of time from the Renaissance to the present, casting light on the art world as an operating system with the aid of case studies and theoretical discourse.

Open Programme

Open Abstracts for 27/5/10

Open Abstracts for 28/5/10

Venue and Registration

The Symposium will be held on 27 and 28 May 2010 at SIK-ISEA, Zollikerstrasse 32 (near Kreuzplatz), CH-8032 Zurich.

Attendance is free. Please register by 17 May 2010: by post with reply postcard, by e-mail to sik@sik-isea.ch, or by fax to +41 44 381 52 50.

Contact for further details

Sandra Ruff, Head of Communication, SIK-ISEA, Zollikerstrasse 32, Postbox 1124, CH-8032 Zurich, T +41 44 388 51 36, sandra.ruff@sik-isea.ch, www.sik-isea.ch