

**PRESS RELEASE**

**Verbier Art Summit, the exclusive global event where arts meets the most innovative thought leaders, presents the theme of its 2017 edition:**

***Size Matters! (De)Growth of the 21st Century Art Museum***

**The event, organised by Verbier | Art Untold in partnership with the Stedelijk Museum Amsterdam will take place in Verbier, Switzerland from Thursday 19 January until Saturday 21 January 2017.**

The annual **Verbier Art Summit** provides an alternative approach to fostering and shaping a global dialogue on the visual arts. The Summit is an independent initiative organised by the non-profit Verbier | Art Untold Association in partnership with a yearly rotating art institution, which is the Stedelijk Museum Amsterdam this year.

In addition to choosing the theme, director Beatrix Ruf and her curatorial team at the Stedelijk Museum Amsterdam have invited 15 keynote speakers based on their critical thinking and/or experience in the field of art and museums. They include architect Rem Koolhaas, artist Tino Sehgal, museum director Daniel Birnbaum, philosopher and political theorist Cissie Fu, writer Mark Fisher, HRH Prince Constantijn of the Netherlands, artist Christopher Kulendran Thomas, writer Dave Beech, professor Benjamin Bratton and artist Tobias Madison.

The **Verbier Art Summit** brings together influential art world stakeholders in a relaxed (chalet) atmosphere for high-level debates in intimate groups of 25 people. In addition, talks are given by the keynote speakers, the **Verbier Art Talks** which will also be open to the public, ensuring that they will have a real impact on the art world. The outcome of the Summit will be available to the wider art community by video and will be documented in a special publication, designed by Irma Boom.



**Should you have any further questions, please visit [www.artverbier.ch](http://www.artverbier.ch) or email [info@artverbier.ch](mailto:info@artverbier.ch) at any time.**

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## **BACKGROUND OF THE PROJECT**

### **Vision**

The vision of Verbier | Art Untold is to create an international platform for the visual arts world to generate new insights and optimise the role of art in our global society. From old masters to contemporary art, Verbier | Art Untold stimulates high-level dialogue by bringing together influential art world stakeholders that are looking to have a real impact on the art world.

### **Membership organisation**

Verbier | Art Untold is an exclusive membership organisation run by a not-for-profit Association located in Verbier, Switzerland. Membership of Verbier | Art Untold is upon invitation only. Our Members rank among the leading figures in the art world and play a role in shaping the future of art in their local communities. They include international private and corporate collectors, world-class curators, museum directors, artists, gallerists, art consultants and art historians / critics, all looking to have a tangible impact on the art world by sharing their ideas and vision.

### **Verbier Art Summit**

At the start of each year, Verbier | Art Untold hosts an international Art Summit in Verbier. The annual Verbier Art Summit aspires to provide an alternative approach to fostering and shaping a global dialogue on the visual arts. The Summit is held over a long weekend in the second half of the month January. The intimate Swiss chalet setting creates a relaxed atmosphere in which Verbier | Art Untold's Members and the invited Keynote Speakers are happy to share personal art stories. All participants generate new insights, and each Summit brings innovation to the art world.

### **Verbier as an arts destination**

Verbier, at an altitude of 1500m and with its exceptional views across the Combins massif, is a unique venue for an Art Summit. The mountain setting provides inspiration, and creates a sense of wellbeing. Verbier also provides a very safe environment for people to gather, share and exchange ideas about art. Isolated from the distractions of urban life and inspired by the abundant natural beauty, people can think, share, socialise and network whilst taking advantage of Verbier's recreational resources. Especially compared to the stress and complex logistics required at big art fair cities like New York, Hong Kong and London, it will literally be a breath of fresh air to come to Verbier.

### **History and organisation of Association**

Surrounded by fellow passionate art lovers in the inspiring Swiss Alps, in 2013, Mrs Anneliek Sijbrandij began to envision the creation of an influential international art platform, which would host an annual Art Summit in Verbier. The Summit would allow the visual arts world to connect generations and continents, to share ideas and vision, and importantly, take place away from the hustle and bustle of

(stressful) art fairs. An influential annually changing guestlist would ensure a high-level art audience, thereby creating a 'cultural counterpart of the World Economic Forum' in Verbier: the time has come to draw the attention away from art's commercial value and back to its cultural merits. In 2014, Mrs Julie Daverio and Mrs Marie-Hélène de Torrenté joined forces to help make this vision possible and, together, the three of them founded the not-for-profit Verbier | Art Untold Association in the summer of 2014.

The foundation of Verbier | Art Untold is formed by a group of *Founding Members*. These key figures are predominantly international residents of Verbier (on either a permanent or seasonal basis), and will be the ones "hosting" the Art Summit.

The content and focus of the Art Summit is formulated by an invited group of *Keynote Speakers*. These *Keynote Speakers* consist of a wide variety of art professionals ranging from artists, museum directors, curators, art historians and writers to philosophers, scientists and alike. A centrifugal force amongst these key figures will be formed by an invited museum of choice. This museum, in collaboration with the Founder, Directors and Board of Advisors, will formulate the focus of that year's Art Summit; develop its intellectual grounding, compose a list of Keynote Speakers to aid in the research and exploration of the Summit's focus, and oversee the compilation and editing of the proceedings of the Summit's weekend by producing a Summit Book.

A third and final set of key figures is formed by the group of *Members* that will attend the Summit. This group is guided by a personal and/or professional curiosity to be involved in an engaged and in-depth dialogue in art. *Members* that wish to participate in our organisation are admitted based on their profile and general involvement in the field of art. They are expected and encouraged to actively participate in the dialogue, question or critically evaluate the set of parameters formulated by the *Keynote Speakers*, and help cross-pollinate the aims and aspirations of the Summit.

In January 2015 the 'Launch Party' of Verbier | Art Untold took place at the chalet of a private art collector in Verbier. A Board of Advisors was set-up, existing of leading art world figures and Verbier stakeholders. The Board currently includes Melissa Jacobovits de Szeged, Pilar Albada Jelgersma, Marlies Cordia, John Slyce, Noepy Testa and Siebe Tettero.

In January 2016, a trial two-day Art Summit was held, and following its success, it was decided to organise the 2017 edition with our first partnering institution: the Stedelijk Museum Amsterdam, the Netherlands.

**DESCRIPTION OF THE 2017 SUMMIT**

**Verbier Art Summit 2017**

The theme for the 2017 Verbier Art Summit is **Size Matters!** (*De*)*Growth of the 21st Century Art Museum*, and has been chosen by the Stedelijk Museum Amsterdam.

In addition to choosing the theme, director Beatrix Ruf and her curatorial team at the Stedelijk Museum Amsterdam have invited 15 keynote speakers based on their critical thinking and/or experience in the field of art and museums. They include architect Rem Koolhaas, artist Tino Sehgal, museum director Daniel Birnbaum, philosopher and political theorist Cissie Fu, writer Mark Fisher, HRH Prince Constantijn of the Netherlands, artist Christopher Kulendran Thomas, writer Dave Beech, professor Benjamin Bratton and artist Tobias Madison.

**The 2017 program**

Please find below an overview of the 2017 program:

Thursday 19 January 2017	Friday 20 January 2017	Saturday 21 January 2017
	<b>Morning Program</b> Moderated debates <i>Private chalets</i>	<b>Morning Program</b> Moderated debates <i>Private chalets</i>
	Lunch <i>Private chalets</i>	Lunch <i>Private chalets</i>
	<b>Afternoon Program</b> Public talks <i>W Hotel</i>	<b>Afternoon Program</b> Public talks <i>W Hotel</i>
19.30h: Opening cocktail & dinner <i>W Hotel</i>	Dinner <i>Restaurants</i>	19h: Cocktails Concluding presentation Dinner <i>Mountain location</i>
	Party <i>Verbier village</i>	

Through small, intimate gatherings, the Verbier Art Summit program will educate, provoke and inspire the Verbier | Art Untold Members, the invited Keynote Speakers, and the wider art community. The morning debates will be open exclusively to the Members, whilst the afternoon talks are open to the general public, bringing a wealth of art expertise to the local, national and (eventually) international communities.

The key insights of each year's Art Summit will be available to the facilitating museum, students and other global art world stakeholders by video, and will be documented in a special annual publication, designed by Irma Boom.