



COLLECTING

TODAY:

Private Passions,

Public Benefits

My activity as  
a collector does not focus  
on the mere ownership of  
beautiful objects

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# TODAY:

## Private Passions, Public Benefits

MARCH 13, 2008  
A symposium with:

### Alvin Hall

an American journalist who has made various programs for the BBC in the United States and Great Britain about the contemporary arts as well as about financial issues. Alvin Hall is an active collector and has experience with various acquisition committees in New York including the Museum of Modern Art Drawing Committee and at present the Studio Museum Harlem, New York.

### Valeria Napoleone

was born in Italy and lives in London. She started collecting contemporary art together with her husband ten years ago. Valeria Napoleone exclusively collects work by female artists, this has been her objective since her very first purchase. Furthermore she organizes performances and film screenings by various artists in her home. Valeria Napoleone is a board member of Whitechapel Art Gallery, London.

### Han Nefkens

one of the Netherlands most active patrons of the contemporary arts. Together with the Centraal Museum in Utrecht, Museum Boijmans Van Beuningen in Rotterdam and recently de Appel arts centre in Amsterdam he has acquired art works for these institutions and supported special projects. With the Art AIDS Foundation Han Nefkens aspires to get issues as AIDS and HIV on top of the agenda.

*Martijn Sanders*, Dutch collector and chairman of the Committee 'Cultuurprofijs' will open the symposium with an introduction and *Carolien Gehrels*, alderman for the Arts, City of Amsterdam, will bring the evening to a close.

#### FOR MORE INFORMATION

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This invitation is a valid entrance ticket for de Appel [www.deappel.nl](http://www.deappel.nl)

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W139, de Appel and the program *Cultuurmecenaat, Kunst & Zaken* (Arts & Business, The Netherlands) cordially invite you to attend a special evening symposium about the possibilities and necessity for private support of the contemporary arts. In the past few months art patronage has become a buzzword in the Dutch cultural sector. Policymakers, governmental institutions and cultural institutions actively plead for the favours of individuals and are trying hard to find new models for public-private cooperation. Based on the experiences of the inspired and passionate collectors contributing to this symposium, involvement of individuals in the contemporary arts does not merely have to consist of donations, but can take on a variety of highly inventive and creative forms.

The contributions of these collectors to the contemporary arts are not limited to acquiring works of art but expand to looking for ways to make their fascination for the arts productive in various different ways. During this symposium Alvin Hall (USA), Valeria Napoleone (IT/GB) and Han Nefkens (NL) will demonstrate how a private passion can be translated into a variety of activities which give an impulse to the "public" cultural life on various levels.

The program starts at 18h00 at W139 where you can enjoy an informal dinner before the symposium begins. During the evening the short film 'Ik ben ook mecenas' (I am an arts patron) with portraits of four contemporary patrons will be presented. This film is part of the Program *Cultuurmecenaat* of Kunst & Zaken (Arts & Business, the Netherlands).

Date: Thursday March 13, 2008  
Time: 18h00 - 23h00  
Location: W139, Warmoesstraat 139, Amsterdam  
Entry fee: 80 euro or 30 euro (artists / students)  
dinner and drinks included

Tickets can be bought through online registration on the website [www.w139.nl/collectingtoday](http://www.w139.nl/collectingtoday)

Please follow the instructions for payment which you will receive in an e-mail after your registration on the website. Confirmation will follow after payment. Please print the confirmation and take it with you. It is your entrance ticket.

Enrolment is possible till March 7, 2008  
Please keep in mind that there are only 250 seats available.

Collecting Today: Private Passions, Public Benefits  
is initiated and organized by:

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is supported by:

## W139



de Appel arts centre

## Kunst & ZAKEN

CultuurMecenaat

programma Cultuurmecenaat van Kunst & Zaken  
(Arts & Business, The Netherlands)

Van Lanschot



Bankiers

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