

MUSEUM

SIZE

MATTERS!

VERBIEER

ART

SUMMIT

STEEDELIJK

AMSTERDAM

## CONCEPT BOOK PROPOSAL

Size Matters! (De)Growth of the 21<sup>st</sup>  
Century Art Museum Verbier | Art  
Untold 2017

Version 2, November 25, 2016

## CONTEXT: THE CONFERENCE

Museums are growing, all over the world, in numbers and size, through private and public initiatives. Also audiences are growing due to tourism and information technologies, due to societal changes of work life balances and lifestyle desires. Museums are facing the challenge how to respond in terms of capacity, visibility and profile. Just think of the Tate Modern who 2016 is opening its much-anticipated additional wing. Next to more space to relax and meet, the new building adds 60% more gallery space to display art.

We want to ask: is this the way art institutions need to go? How does size matter! Can we consider museum models of decrease or *degrowth* and still cater to the demands of our time? Can we explore alternatives to the prevailing models of economy that are not geared towards more visitors, bigger buildings and more budget but instead treasure local communities, specialized content, in-depth research and innovative curatorial practices?

These probing questions will fuel *Verbier | Art Untold 2017*, where 8-10 internationally renowned experts will provide keynote lectures and close reading seminars. The aim is to bring together experts in the field of art and museums, artists and writers, and thinkers in the field of f.e. astrophysics, sociology, media studies, gender studies and robotics, who will reflect on questions such as:

*What does 'size matters!' mean in your field at this moment?*

*What helps you think about expansion?*

*What is the future of growth in your field?*

*What is the function of institutions in the future? (How can we define their presence? What experience do they generate? How do they relate to audiences?)*

## PARTNERSHIP

The Stedelijk Museum Amsterdam and the organization of Verbier | Art Untold join forces for the edition of Verbier | Art Untold 2017 and the publication. The Stedelijk Museum Amsterdam is responsible for the content part of the summit and the publication (i.e. selection of theme, speakers/authors, editorial process).

## PUBLICATION

The summit will be followed by a publication (appearing Fall 2017) that will consist of 5 essays by the invited keynote speakers, 3 interviews and 3 essays by authors who will not attend, but who will contribute to the publication. The texts will be preceded by an introduction that will critically frame the contributions as well as the discussions and conclusions taking place and drawn at the summit.

## CONTENT OVERVIEW

Foreword (Art Untold, Beatrix Ruf), 500 words  
 Introduction (John Slyce), 3000 words  
 Interview Rem Koolhaas, 1500 words (architecture)  
 Interview Constantijn van Oranje, 1500 words (innovation)  
 Interview Tino Sehgal, 1500 words (art and economics)  
 Essay Cissie Fu, 3000-4000 words (organisational politics)  
 Essay Dave Beech, 3000-4000 words (art and public sphere)  
 Essay Alva Noë, 3000-4000 words (experience / mind/ objects)  
 Essay Tobias Madison. 3000-4000 words (co-creation)  
 Essay Mark Fisher, 3000-4000 words (capitalist realism: art, economy, globalization)  
 Essay Christopher Kulendran Thomas, 3000-4000 words (New Eelam: citizenship in relation to political strategies)

Authors to be invited (selection to be finalized, max. 3)

Hito Steyerl (technology), 3000-4000 words  
 Sir Nicholas Serota (art institutions), 3000-4000 words  
 Martha Rosler, 3000-4000 words  
 Rosi Braidotti (gender and representation), 3000-4000 words  
 Ed Atkins, 1500 words

About the contributors

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 Colophon

## PLANNING

Dates		Remarks
April	Definition of content (call and preferred speakers)	SMA team
May-June	Invitation of speakers	SMA team / Verbier Art Summit team
September-Nov	Invitation of guests/PR/finding designer for publication etc	Verbier Art Summit team
December-Jan	Production of reader of first preliminary essays and additional literature	Verbier Art Summit team
January	Summit	Verbier Art Summit team
February/March	Essays ready	Authors
April/May	Editing essays	SMA/John Slyce
May/June	Publication design	Irma Boom/SMA
July/August	Production	SMA/König (Potential publisher)
<b>Fall 2017</b>	Publication ready	König (Potential publisher)

## EDITORIAL TEAM

Margriet Schavemaker, John Slyce

## PRODUCTION TEAM

Alie Sonneveldt

STEDELJK

MUSEUM

## SPECIFICATIONS

128-156 pages

Paperback with flaps

17x23 cm

b/w with one spot color

c. 40 illustrations in b/w

graphic design: tbd

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Stedelijk Museum Amsterdam and Verbier | Art Untold

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