

Arts & Culture

DQ Symposium The Art of Creative Transformation

New York, USA 12 December 2019

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Overview

Digital technology is pushing the boundaries of creativity and sensory experience, fundamentally altering our conceptions of space, time and culture. Advances in robotics and artificial intelligence are challenging the very definition of what it means to be creative.

How do the technologies developed by humans to engage the world come, in turn, to shape us? How is the creative economy – the way cultural goods and services are produced, distributed and accessed – being redesigned? How are institutions, such as museums and auction houses evolving? How will our lives be impacted by the rise of deepfakes and synthetic media? These are just a few of the questions that will be addressed by our esteemed speakers.

Location

World Economic Forum
350 Madison Avenue
New York, NY 10017

Time and Date

Thursday, 12 December from 08.30 to 12.30

About DQ Institute

DQ Institute (DQI) is an international think-tank dedicated to setting global standards for digital intelligence education, outreach and policies. Working together with international agencies and local partners, DQI builds multistakeholder coalitions that advance its mission and help people worldwide.



As the ubiquity of digital technologies increases, art has become more democratized and accessible. The audience is no longer a passive recipient and instead takes on the role of collaborator and co-creator of our collective future. Modern-day artists are exploring and even shaping how we experience, understand and interpret the world around us.



Dr. Joann Halpern, Director, Hasso Plattner Institute, New York

About Hasso Plattner Institute (HPI)

The Hasso Plattner Institute (HPI) is unique in the German university landscape. Academically structured as the independent Faculty of Digital Engineering at the University of Potsdam, HPI unites excellent research and teaching with the advantages of a privately financed institute and a tuition-free study program.

Meeting agenda and structure

08.30 - 09.00 Networking Breakfast

09.00 - 09.15 Opening Remarks

- DQ Institute
- Hasso Plattner Institute

Introduction by

- Mei Lin Fung, Co-Founder, People Centered Internet

09.15 - 09.40 Keynote Address: **Disrupting Aging**

The economic contribution from Americans 50-plus is worth more than 7 trillion dollars in the U.S. alone, and people over 85 are the fastest growing demographic. It's time for products

and marketing to catch up with the new reality of aging and deliver on the diverse, dynamic needs of this important and powerful audience.

But clichés and outdated stereotypes continue to dominate much of the imagery used in marketing and advertising today. As part of its commitment to shape a new image of aging, AARP is collaborating with Getty Images, launching a new signature collection called “Disrupt Aging” to authentically capture the vibrant lives of people over 50 today and leverage the power of the creative industry to change perceptions of aging across generations.

Fireside chat with

- **Andrew Delaney**, Director of Creative Content, Getty Images
- **Barbara Shipley**, Senior Vice President, Brand Integration, AARP

09.40 - 10.25 Transforming the Art Industry

In today's art world there are numerous challenges for artists, collectors, curators, dealers, insurers, banks and others resulting from a lack of transparency. These include provenance issues, authenticity, forgeries and price scams, to name a few. Blockchain, with its ability to properly vet, permanently memorialize and expertly protect transaction data, allows us to link specific data to a specific work of art and to timestamp that data. Blockchain does have its drawbacks. The way provenance-tracking occurs on blockchain does not allow for alterations and may leave permanent errors with respect to non-contemporary artworks. Our panel members will discuss the positive aspects as well as the challenges of blockchain technology with respect to art.

- **Anne Bracegirdle**, Senior Director, Digital Strategy & Programs, PaceX (Pace Gallery)
- **Nanne Dekking**, CEO and Founder, Artory; Chairman, European Fine Art Foundation
- **Prof. Dr. Christoph Meinel**, President and CEO, Hasso Plattner Institute of Digital Engineering; Dean of the Digital Engineering Faculty, University of Potsdam
- **Prof. Aaron Wright**, Co-Founder, OpenLaw; Professor, Cardozo School of Law

Moderated by

- **Dr. Joann Halpern**, Director, Hasso Plattner Institute, New York

10.25 - 11.10 Exposing Hidden Treasures

To compete at a time when the vast majority of their visitors have eyeballs glued to their screens 24/7, museums and art institutions are embracing new and emerging digital technologies, including augmented reality (AR) and virtual reality (VR), to make the experiences of their visitors and clients more interactive and to help shape the way audiences experience their collections (which also involves smartphones). With 95% of collections out of sight, how can museums enable remote visitors to access them? How can auction houses enable remote collectors to learn about artwork for sale and participate in auctions from any corner of the globe?

Join our esteemed speakers, representing institutions, museums and auction houses, including the American Museum of Natural History, Christie's and the Smithsonian, to learn how these institutions are evolving in the digital age.

- **Bran Ferren**, CEO, Applied Minds
- **Darius Himes**, International Head of Photographs, Christie's
- **Mark Siddall**, Curator, American Museum of Natural History

Moderated by

- **Rick Smolan**, CEO, Against All Odds Productions

11.10 - 11.25 Community Break

11.25 - 12.10 The Art of the Fake

Art and creativity have always been somewhat about manipulation: chipping away at marble to let the statue within emerge, mixing ochre and indigo to capture the green of a water lily, applying creative filters to heighten the drama of a digital photo. Lately, though, digital manipulation has in some cases been used not to create but to deceive. Doctored photos and videos have misled the public and influenced debate. This conversation will explore how we can curtail the impact of maliciously altered media without limiting the kind of reinvention that is the foundation of so much artistic creation.

Fireside chat with

- **Scott Belsky**, Chief Product Officer, Adobe
- **Nick Rockwell**, Chief Technology Officer, The New York Times

12.10 - 12.20 stARTup Innovation at Hasso Plattner Institute

How is AI transforming our ability to appreciate art? Sebastian Pasewaldt, CEO of Digital Masterpieces and a researcher at the Hasso Plattner Institute, will discuss the journey of his company from an academic research project to a successful startup that has made it possible to transform our photos into unique, high-resolution art.

- **Sebastian Pasewaldt**, Managing Director, Digital Masterpieces GmbH

Introduction by

- **Ann Rosenberg**, Senior Vice-President for UN Partnerships at SAP and Global Head of SAP Next-Gen and SAP University AlliancesSAP

12.20 - 12.30 Closing Keynote Address

- **Prof. Dr. Christoph Meinel**, President and CEO, Hasso Plattner Institute of Digital Engineering; Dean of the Digital Engineering Faculty, University of Potsdam

12.30

Symposium Concludes

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Invitation

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Breakfast will be provided.

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For more information please visit <https://www.dqinstitute.org>

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