

Deloitte.
Private



14th Art & Finance Conference

Art & Humanity:
New art & financing
trends

25 October 2022
Rome - Vatican

Contents



AGENDA



SPEAKERS



SPONSORS

14th Deloitte Private Art & Finance Conference

Agenda

25 October 2022



Agenda

Art & Humanity: New art & financing trends



8:30 a.m. _____

Registration and welcome coffee

9:15 a.m. _____

Introduction by Masters of Ceremony

- **Adriano Picinati di Torcello**
Global Art & Finance Coordinator, Deloitte Luxembourg
- **Barbara Tagliaferri**
Deloitte Italy Art & Finance Coordinator

9:20 a.m. _____

Welcome speech

- **Fabio Pompei**
Chief Executive Officer, Deloitte Central Mediterranean
- **John Psaila**
Chief Executive Officer, Deloitte Luxembourg

9:30 a.m. _____

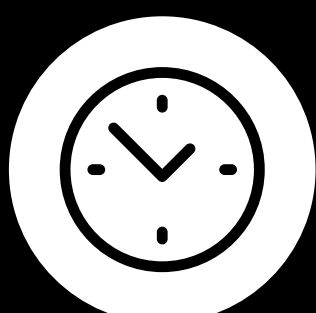
Keynote opening speech

**Synod and digital missionaries: The Catholic Church
and art in the digital age**

- **Msgr. Lucio Adrián Ruiz**
Secretary of the Dicastery for Communication
of the Holy See



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9:45 a.m. _____

Panel 1

Sustainable impact investment & Culture and Creative sectors (CCIs)

Introductory speech

New methodology to measure impacts of cultural projects

- **Valeria Brambilla**
Chair of Board of Directors, Deloitte & Touche S.p.A.

Panelists

- **Dr. Maximilian Martin**
Global Head of Philanthropy, Lombard Odier Group and Senior Fellow, elea Center for Social Innovation, IMD Business School
- **Jean Gazançon**
Chief Executive Officer, ARTE Generali
- **Ekaterina Travkina**
Coordinator, Culture, Creative Industries and Local Development, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
- **Alfredo Valeri**
Head of Research and Cultural Planner, Associazione CIVITA
- **Lyne Stambouli**
Chief Executive Officer, EverRose

Moderator

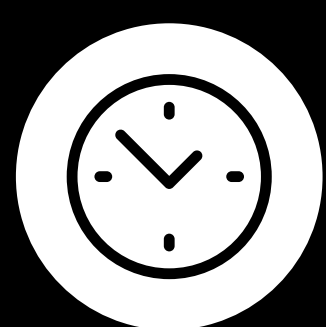
- **Valeria Brambilla**
Chair of Board of Directors, Deloitte & Touche S.p.A.

11:00 a.m. _____

Networking coffee break



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SPEAKERS

11:30 a.m. _____

Panel 2

The cultural sector’s new technologies and financing mechanisms: NFTs | crypto-backed assets | security tokens | fractional ownership | digital assets

Panelists

- **Masha Faurschou**, Co-Founder, Artrium
- **Simon Oldfield**
Founder & President, Simon Oldfield Advisory,
Art | Law | Tech
- **Lori Hotz**
Co-Founder & Co-Chief Executive Officer, Lobus
- **Valentina Favero**, Lawyer, Deloitte Legal Italy
- **Yassir Benjelloun-Touimi**
Co-Founder & Chief Executive Officer, ARTEX

Moderator

- **Julien Maldonato**
Partner, Innovation & Web3 Leader, Deloitte France

12:30 p.m. _____

Keynote speech

The role of cities in the art ecosystem

- **Oliver Berger**
Co-Founder & Co-Chief Executive Officer, Wondeur
- **Sophie Perceval**
Co-Founder & Co-Chief Executive Officer, Wondeur

1:00 p.m. _____

Lunch

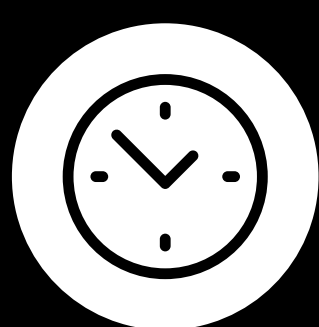
2:15 p.m. _____

Afternoon welcome speech

- **Sr. Alessandra Smerilli**
Secretary of the Dicastery for Promoting Integral Human Development and Delegate of the Vatican Covid-19 Commission



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2:30 p.m. _____

Panel 3

What revenue opportunities await the art world in the Metaverse?

Panelists

- **Nannette Hechler-Fayd’herbe**
Chief Investment Officer EMEA and Head of Global Economics & Research, Credit Suisse
- **Mason Edwards**
Chief Commercial Officer, Tezos Foundation
- **Vitomir Jevremović**
Founder & Chief Executive Officer, ALL.ART
- **Andrea Concas**
Art Tech Entrepreneur, Chief Executive Officer & Founder, Art Rights Founder & Publisher, The NFT Magazine
- **Bernadine Bröcker Wieder**
Chief Executive Officer, Arcual

Moderator

- **Anders Petterson**, Managing Director, ArtTactic

3:30 p.m. _____

Coffee break

4:00 p.m. _____

Panel 4

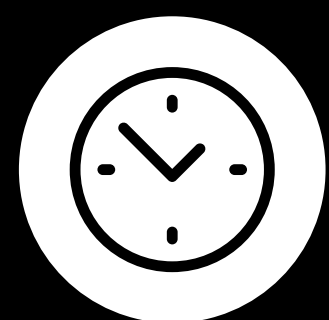
Beyond philanthropy: new approaches for private & corporate art patrons

Panelists

- **Simone Bemporad**
Group Chief Communications & Public Affairs Officer, Assicurazioni Generali
- **Monica Heslington**
Vice President - Head of Goldman Sachs Family Office Art & Collectibles Advisory, Goldman Sachs



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SPEAKERS

- **Mikolaj Sekutowicz**
Co-Founder and Chief Executive Officer, Therme Art
- **Peter Goes**
In-house Counsel, Stichting De Verre Bergen
- **Marco Trevisan**
Director, Alberto Peruzzo Foundation

Moderator

- **Ernesto Lanzillo**
Partner and Deloitte Private Leader,
Deloitte Central Mediterranean

5:00 p.m. _____

Closing speech

Art, Humanity, and Technology: new trends in financing cultural development

- **Thomas Krens**
Director Emeritus, Solomon R. Guggenheim Foundation
New York and Chairman & Chief Executive Officer,
Global Cultural Asset Management

5:30 p.m. _____

Closing remarks

- **Message from Nathalie Tessier**
Partner, Global Deloitte Private Leader and Global
Audit & Assurance Growth Leader
- **Vincent Gouverneur**
Partner, EMEA Investment Management Leader,
Art & Finance Leader, Deloitte Luxembourg

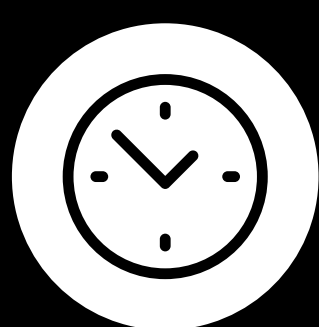
5:45 p.m. _____

Cocktail reception

Sponsored by Artex



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14th Deloitte Private Art & Finance Conference

Speakers

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Distinguished Speakers

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Simone Bemporad

Yassir Benjelloun-Touimi

Oliver Berger

Valeria Brambilla

Bernadine Bröcker Wieder

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Andrea Concas

E

Mason Edwards

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Masha Faurschou

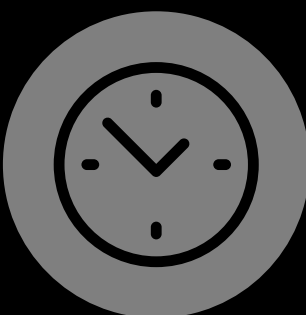
Valentina Favero

G

Jean Gazançon

Peter Goes

Vincent Gouverneur



Distinguished Speakers

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Monica Heslington

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Vitomir Jevremović

K

Thomas Krens

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Ernesto Lanzillo

M

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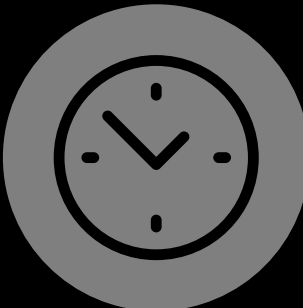
O

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P

Sophie Perceval

Anders Petterson



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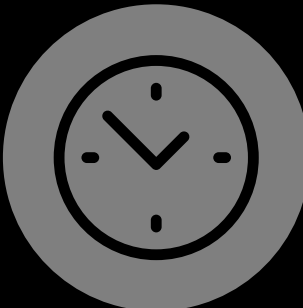
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Marco Trevisan

V

Alfredo Valeri

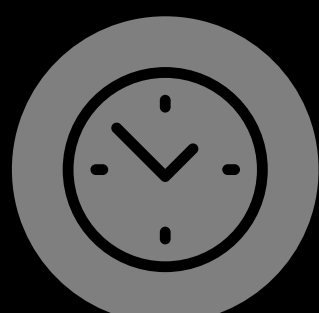


Simone Bemporad

Group Chief Communications & Public Affairs Officer,
Assicurazioni Generali



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SPEAKERS

Simone Bemporad

Group Chief Communications & Public Affairs Officer,
Assicurazioni Generali

Simone Bemporad is Group Chief Communications & Public Affairs Officer for Assicurazioni Generali and member of the Group Management Committee (GMC). He is Deputy Chair of The Human Safety Net (THSN) the Foundation for the support of the disadvantaged communities in 23 countries in the world where Generali works.

THSN has worked with over 60 NGOs, providing assistance to over 130,000 children aged between 0 and 6 and their parents in difficult circumstances, delivering substantial support in parenting skills. In the same period, THSN has contributed to the creation of nearly 300 micro-enterprises across Europe.

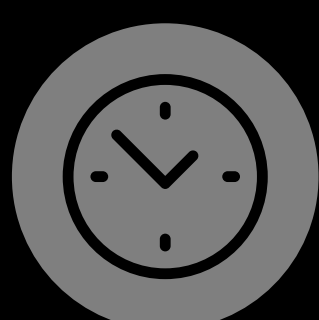
As a founder of THSN, Bemporad also initiated the project to restore the Procuratie Vecchie complex in St. Mark's Square, Venice. The historic Generali building, in a state of semi-abandonment since the 1980s, is now open to the public for the first time in 500 years, following a 5-year recovery under the guidance of the architect Sir David Chipperfield.

In his role in Generali, Bemporad has driven the implementation of sustainability policies at Group level. As a result of this approach, the new 2022-2024 strategic plan placed sustainability as the “originator” of Assicurazioni Generali's strategy.

He has published a number of books and has been featured in interviews. Recently, Marsilio Editori published a conversation that he held with Renata Codello, Secretary General of the Cini Foundation (Imprese Private e Pubbliche Virtù, 2022, preface by Romano Prodi).



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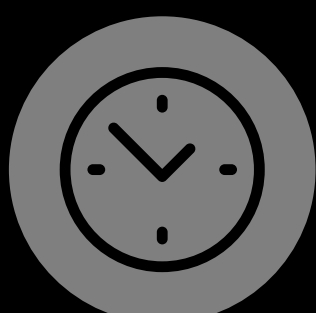
SPEAKERS

Yassir Benjelloun-Touimi

Co-Founder & Chief Executive Officer, ARTEX



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SPEAKERS

Yassir Benjelloun-Touimi

Co-Founder & Chief Executive Officer, ARTEX

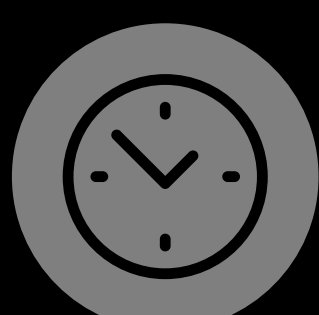
Yassir has over 20 years of investment banking experience. He has held prominent roles in London powerhouses such as BNP Paribas, BAML, and UBS.

Prior to founding ARTEX, Yassir successfully set up two similar ventures: ITRAXX at BNP Paribas, the first liquid credit index family and the most traded product in credit in 2020.

The UBS PIN CDS platform took UBS to top ranks in CDS houses within a short timeframe.



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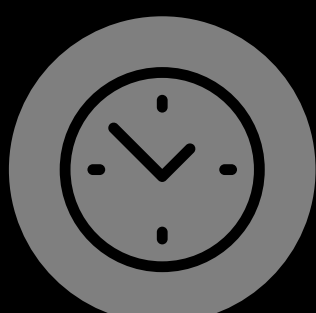
SPEAKERS

Olivier Berger

Co-Founder & Co-Chief Executive Officer, Wondeur



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SPEAKERS

Olivier Berger

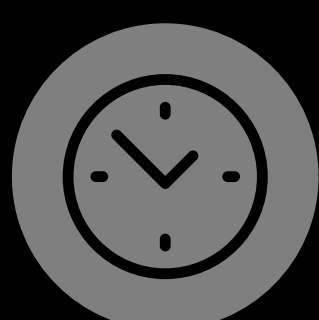
Co-Founder & Co-Chief Executive Officer, Wondeur

Olivier Berger is the co-founder and co-CEO of Wondeur, an AI fintech company providing insurance companies, wealth management firms and cultural institutions with intelligence on trillions of dollars of alternative assets. Wondeur is developed by a world-class research team of PhDs from University of Toronto, MIT & MIT Media Lab, working collaboratively with preeminent art specialists.

Olivier brings to Wondeur 25 years of experience in innovation in the private and public sector, developing research-industry partnerships with top international researchers and labs. A seasoned AI entrepreneur, Olivier founded AI fintech company iSentium in 2008 which was the market leader in real time sentiment for 8,500 U.S. stocks, indices and ETFs, distributed through the Bloomberg terminal. Previously, Olivier held leadership positions at GE Capital in the UK, US, and Scandinavia driving change, product innovation and partnerships in the banking sector. Olivier is the proud father of three young women who are determined to bring positive change through change.



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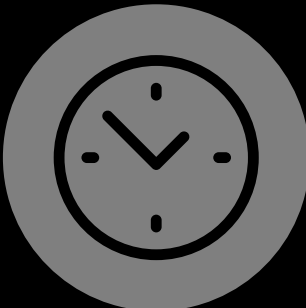
SPEAKERS

Valeria Brambilla

Chair of Board of Directors, Deloitte & Touche S.p.A.



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SPEAKERS

Valeria Brambilla

Chair of Board of Directors, Deloitte & Touche S.p.A.

Audit partner since 2007, Italian manufacturing Deloitte leader from 2013 to 2015, from September 2015 to now Valeria leads the last formed industry of Deloitte Italy, the Life Sciences Industry, with the objective to develop dedicated skills and services in this segment; her leadership was extended to the territories of Greece and Malta in 2018. In July 2019, she became member of the Board of Directors of Deloitte & Touche S.p.A. and in July 2021 the Chair of the Board of Directors.

Valeria's experience grown up in the auditing and accounting advisory in manufacturing business first and since 2015 in pharmaceutical and medical devices extended to all advisory services provided by Deloitte.

I am a great passionate of sustainability and cultural topics. I have promoted many initiatives and projects in Deloitte to make the business environment sensitive to these matters, also realizing projects pro-bono; the most recent and distinctive one is the methodological approach to measure the impact of the culture initiatives inspired jointly to Global Initiative Reporting Standards and to 2030 Indicators Unesco.

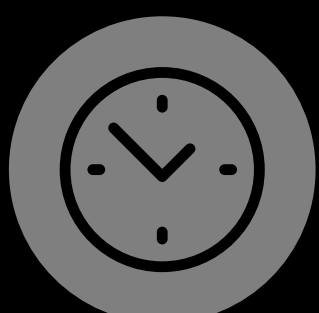
She teaches as occasional professor at the University of Economics in International Accounting or Consultancies matters in general. She leads seminars at the Associations of Entrepreneurs and Associations of Public Chartered Accountants.

Professional Qualifications:

- Italian CPA
- ICAEW accountant



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SPEAKERS

Bernadine Bröcker Wieder

Chief Executive Officer, Arcual



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SPEAKERS

Bernadine Bröcker Wieder

Chief Executive Officer, Arcual

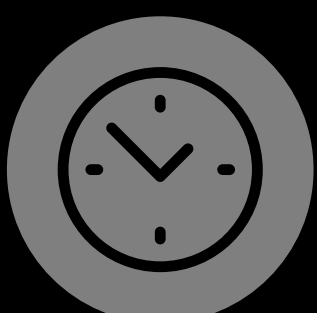
Bernadine Bröcker Wieder is the CEO of Arcual, the blockchain for a fairer and more accessible art world. Arcual's technology streamlines the sales process of works of art, proves provenance and automates revenue share. Coming from a career in diverse roles within the art world, Bernadine is a well published and prominent thought leader in the art and tech community, having written for magazines including Apollo and Rolling Stone, and regularly appearing on the BBC as an NFT and art expert.

Bernadine holds a track record of successful entrepreneurial ventures. Prior to Arcual, she co-founded Vastari, a cloud-based platform to connect museums, collectors, artists and other exhibition producers for international exhibition collaborations. As CEO, she shaped the company's strategic direction, investor portfolio and industry advocacy. The company facilitated over \$3.5bn in exhibition exchanges globally. In 2010, she helped establish Trinity House, an Impressionist and Modern gallery in London's Mayfair. As a proponent of technological innovation for the art world, she facilitated proof of concepts relating to blockchain between Vastari and Everledger in 2016 and by July 2018, she co-organised the first Christie's Art+Tech Summit focussing on blockchain technology.

Bernadine is a scholar of art history, an active member of the Worshipful Company of Arts Scholars and the Association of Women in the Arts (AWITA) as well as a trusted member of the Professional Advisors to the International Art Market (PAIAM). She is a young ambassador to the Museum of London, and a mentor at the Founder Institute. As a voluntary advisory board member of We are Museums, the Art Identification Standard and Cromwell Place, Bernadine is passionate about helping forward looking organisations on their journeys.



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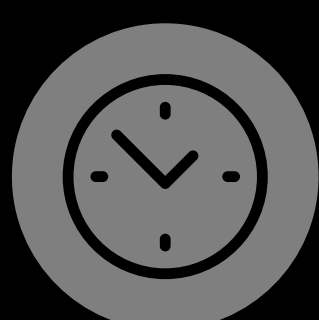
SPEAKERS

Andrea Concas

Art Tech Entrepreneur, Chief Executive Officer &
Founder, Art Rights Founder & Publisher,
The NFT Magazine



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SPEAKERS

Andrea Concas

Art Tech Entrepreneur, Chief Executive Officer & Founder, Art Rights Founder & Publisher, The NFT Magazine

Andrea Concas is the founder and CEO of the art startup Art Backers, of Art Rights, platform for the management and certification of works of art, and of ArtBackers.Agency, an agency of Cultural Marketing and Communication dedicated to the world of Art 3.0. and Web3.

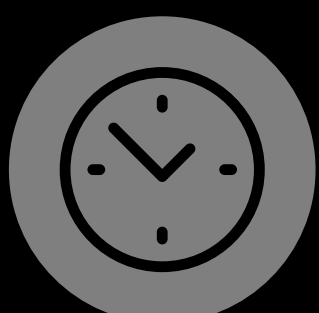
He created the first “Chatbot Book” of the Art World with the series “100 Questions 150 Answers”, published by Mondadori Electa, which thanks to ArteConcasBot, answers questions about artists, their life, works and the market. For the series he published Leonardo da Vinci, Banksy, Frida Kahlo and Picasso.

He is the author of several books published by Mondadori Electa, Piemme Edizioni and Rizzoli illustrati for Mondadori Electa and Rizzoli New York like: “ProfessioneArte - The protagonists, the investment opportunities, the new digital challenges”; “L’Arte Post Coronavirus. Digital strategies for Art professionals”; “Crypto Arte. Everything you need to know about NFT, Blockchain and Digital Art”.

The last one “Crypto Art - Begins” will be published on November 8 2022 by Rizzoli illustrati for Mondadori Electa and Rizzoli New York, based on the idea and project of The NFT Magazine, the first monthly magazine to be read and collected on the Ethereum Blockchain.



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SPEAKERS

Mason Edwards

Chief Commercial Officer, Tezos Foundation



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SPEAKERS

Mason Edwards

Chief Commercial Officer, Tezos Foundation

Mason Edwards is an Engineering graduate from Cambridge University and has had an impactful career in technology, working at Google, Palantir & Synbiota. Most recently, as Chief of Staff UK Customer Engineering, Mason was responsible for the Google Cloud operations in the UK, working closely with executive leadership and core engineering teams.

Mason is a former Mozilla WebFWD fellow, and a serial entrepreneur with experience across blockchain and digital currencies, 3D printing, and bioTech technologies. In his role as CCO at the Tezos Foundation, Mason works to grow adoption and awareness of the open-source, energy-efficient Tezos blockchain network by working with the global, decentralised Tezos community."



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SPEAKERS

Masha Faurschou

Co-Founder, Artrium



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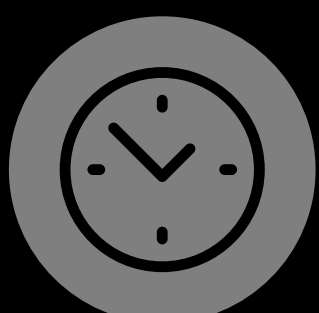
Masha Faurschou

Co-Founder, Artrium

Masha Faurschou is an art advisor and philanthropist. Together with partner Jens Faurschou, she steers Faurschou, a private museum with a global art collection based in Copenhagen and with exhibition spaces in Beijing and New York. In 2019, Masha and Jens co-founded Artrium to champion the applications and opportunities of Web3 technologies in museums. Prior to this, in 2013 Masha co-founded the Artsvit Contemporary Art Centre in Ukraine – a regional platform for contemporary arts. Also, in 2016, she founded SABSAY Gallery in Copenhagen and co-founded Khora Contemporary, the first Virtual Reality Art production company aimed at producing pioneering works of art with internationally acclaimed artists. Most recently, in 2021, Masha was involved in initiating a new art institution for the permanent display of large-scale masterpieces in Denmark, Art Barns Lolland.



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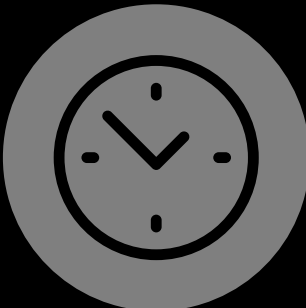
SPEAKERS

Valentina Favero

Lawyer, Deloitte Legal Italy



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SPEAKERS

Valentina Favero

Lawyer, Deloitte Legal Italy

Valentina is an Italian lawyer specialized in Intellectual Property and Art Law. She joined Deloitte Legal in 2019 and is a Manager in the Intellectual Property department.

She assists Italian and international companies in the creative sector (including fashion and media), with the exploitation and enforcement of their intellectual property rights. She also supports artists, foundations and cultural institutions in the negotiation and drafting of loans and other commercial contracts related to the art sector.

She is a guest speaker at many conferences regarding Art Law, as well as a Fashion Law Teaching Assistant in Fashion Law at Milan Cattolica University.

She loves travelling, has a strong passion for photography and is interested in the wine sector (and wine tastings).



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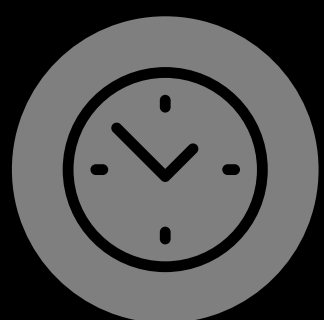
SPEAKERS

Jean Gazançon

Chief Executive Officer, ARTE Generali



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SPEAKERS

Jean Gazançon

Chief Executive Officer, ARTE Generali

In 2019, Jean Gazançon assumed the position of Chief Executive Officer at ARTE Generali, the global art insurance business unit of the Generali Group. With Jean Gazançon as the CEO of the company, ARTE Generali has successfully expanded its product range to individuals and corporate clients in Germany, France, Italy, Austria and the United Arab Emirates and soon will extend to additional key markets across the world.

Prior to his appointment at ARTE Generali, Jean Gazançon held executive level management positions across the AXA Group, such as Chief Transformation Officer at AXA Partners between 2015 – 2019, Chief Operations Officer of AXA Art between 2013 and 2015 as well as General Secretary of the AXA Group in the Mediterranean/Latin American Regions.

Jean Gazançon holds a Master in economics and finance with honours from IEP Paris and a Post Graduate degree in finance and accounting from Paris II University. He commands daily business practice in French, English, Spanish and notions in Italian and Mandarin. He is specialized in executive management of intercultural teams in finance and insurance, program and transformation management, strategic review and repositionning, sales and distribution management.

ARTE Generali is the Generali Group's international unit specializing in art for the protection of art collections (private and institutional). ARTE Generali's offering is as holistic and tailored as the unique needs of its customers. As a lifetime partner for art collectors, it offers innovative, personalized solutions and services that help clients protect, preserve and value their collections while sharing their passion for art with other collectors.



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SPEAKERS

Peter Goes

Inhouse counsel, Stichting De Verre Bergen



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Peter Goes

Inhouse counsel, Stichting De Verre Bergen

Peter is a Dutch national living in Rotterdam. He has over 35 years of experience as a Dutch attorney (“advocaat”) and has practiced law in the Netherlands, China and Luxembourg.

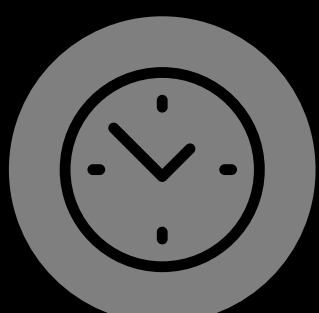
He was partner at the law firms NautaDutilh, Linklaters LLP and Windt LeGrand Leeuwenburgh. From 1 January 2022, he no longer is a member of the Dutch Bar. Peter specialized in cross border mergers and acquisitions and board room consulting. In addition, he has considerable litigation and arbitration experience.

Peter’s current main occupation is inhouse counsel at Stichting Droom en Daad and Stichting De Verre Bergen. He serves as chairman of the board of a legal aid foundation in Rotterdam. He also is board member of the foundation De Fenix which is in the process of creating a cultural location of arrival and departure in Rotterdam.

Peter is chairman of the supervisory board of Diesel Emissions Justice Foundation, which has started class actions against all major car manufactures in relation to the diesel fraud.



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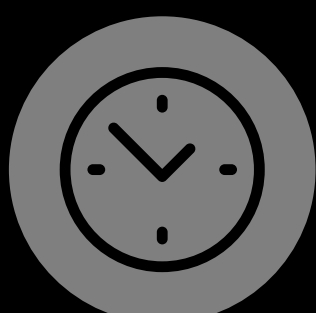
SPEAKERS

Vincent Gouverneur

Partner, EMEA Investment Management Leader,
Art & Finance Leader, Deloitte Luxembourg



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Vincent Gouverneur

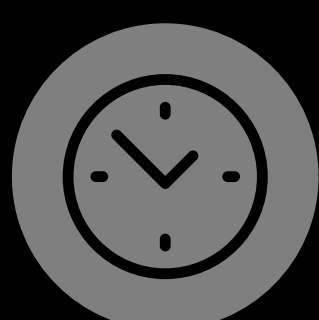
Partner, EMEA Investment Management Leader,
Art & Finance Leader, Deloitte Luxembourg

Vincent Gouverneur joined Deloitte in 2001. He leads the Art & Finance initiative globally as well as the investment management industry in the EMEA region (Europe, Middle East & Africa). He leads Deloitte Managed Services department focused on Tax, Regulatory and Risk reporting for Financial Institutions.

Prior to join Deloitte, Vincent was Head of Fund Administration with Fidelity in Luxembourg from 1994 till 2001. Vincent started his career as an auditor with PwC.



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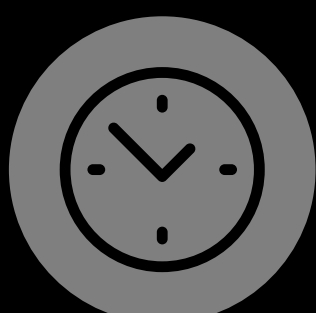
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Nannette Hechler-Fayd'herbe

Chief Investment Officer EMEA and
Head of Global Economics & Research, Credit Suisse



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SPEAKERS

Nannette Hechler-Fayd'herbe

Chief Investment Officer EMEA and
Head of Global Economics & Research, Credit Suisse

In her role as a voting member of the Global Investment Committee, Nannette shapes and communicates the House View of Credit Suisse on the global economy and financial markets to wealth management, institutional and corporate clients. Importantly, she also contributes to strategic and tactical asset allocation decisions that are implemented in all discretionary and advisory investment solutions of Credit Suisse. Moreover, Nannette is the architect of Credit Suisse's thematic equity investment framework Supertrends.

Nannette has been with Credit Suisse since 1999, originally joining the group as Head of Swiss Fixed Income and Credit Research at CSFB and gradually extending her responsibilities to the research coverage of all asset classes for the Private Banking division. Among her various professional engagements, Nannette was a board member of the Credit Suisse Pension Fund Switzerland and a board member of the International Capital Markets Association for several years.

She also serves on the Credit Suisse Research Institute as a research director collaborating with leading academic authorities on the study of global wealth, investment returns as well as macroeconomic policy issues. In addition, she now serves on the boards of the Department of Economics of the University of Zurich and the Institute of Economics of the University of St. Gallen. Nannette received a PhD in economics in 1995 from the University of Lausanne.



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SPEAKERS

Monica Heslington

Vice President - Head of Goldman Sachs Family Office
Art & Collectibles Advisory, Goldman Sachs



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SPEAKERS

Monica Heslington

Vice President - Head of Goldman Sachs Family Office
Art & Collectibles Advisory, Goldman Sachs

Monica is a Vice President in the Goldman Sachs Family Office Wealth Advisory Services Group.

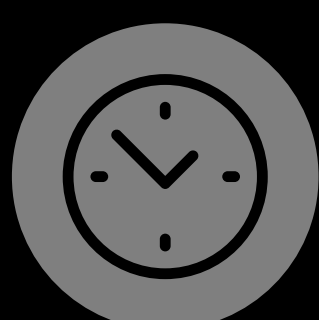
She leads the art and collectibles advisory practice within Goldman Sachs Private Wealth Management, fielding a wide range of art and collectibles-related questions from our advisors and their clients. She is a member of PAIAM (Professional Advisors to the International Art Market) and has a particular interest in unique tax planning structures involving art. Prior to joining Goldman Sachs, she was a Tax Supervisor at Berdon LLP, and worked with families and high net worth individuals on income tax and estate planning.

Previously, Monica was an art professional in NYC for seven years and is familiar with the inner workings of the art trade. She was the Associate Director of Acquisitions & Auction Liaison at Spanierman Gallery LLC, where she negotiated and oversaw the purchase and consignment of American fine art from private and corporate collectors, as well as auction houses. She also worked at Sotheby's in the 19th & 20th Century Sculpture and Arcade Paintings Departments, guiding clients through the auction process, performing art-historical research and preparing auction catalogues. While in law school, she interned at the Holocaust Claims Processing Office of the State of New York Banking Department and focused on art restitution cases.

She received an undergraduate degree in Art History from the American University of Paris in France and currently serves as a member of its President's Alumni Advisory Council and as a Director on the Board of the American University of Paris Foundation. Monica also holds a JD from the Benjamin N. Cardozo School of Law and an LLM in Taxation from New York University School of Law.



HOME



AGENDA



SPEAKERS

Lori Hotz

Co-Founder & Co-Chief Executive Officer, Lobus



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SPEAKERS

Lori Hotz

Co-Founder & Co-Chief Executive Officer, Lobus

Lori Hotz is co-founder and co-CEO of Lobus, the leading Web3-based art asset management platform with over \$9 billion under management. Formerly, as global managing director of the Post-War and Contemporary Art department at Christie's, Hotz grew the unit's sales from \$600 million to a record-setting \$3 billion in 24 months, transforming it into the largest art business in the world.

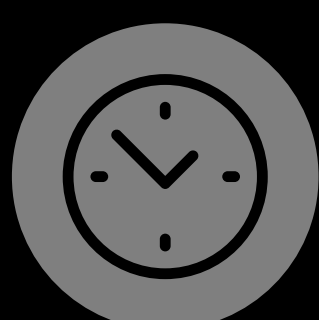
Before joining Christie's, Hotz managed a \$52 billion platform of alternative and traditional assets at Barclays Wealth. Over an eight year period, she served as COO at Barclays, Lazard and Lehman. Earlier in her finance career, as SVP of corporate strategy and development at JP Morgan, she worked with Wall Street luminary Jamie Dimon.

In 2021 Hotz was named to the inaugural Forbes 50 over 50 (Know your Value) list, which features women who open doors for others while generating transformative change as leaders in their respective fields. She is also a Donaldson Fellow at The Yale School of Management, recognized for her work educating and mentoring future leaders in business and society throughout her 28-year management career.

Hotz received her B.A, from the University of Toronto, a Master's in Environmental Studies from Yale School of the Environment, and an MBA from the Yale School of Management.



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SPEAKERS

Vitomir Jevremović

Founder & Chief Executive Officer, ALL.ART



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SPEAKERS

Vitomir Jevremović

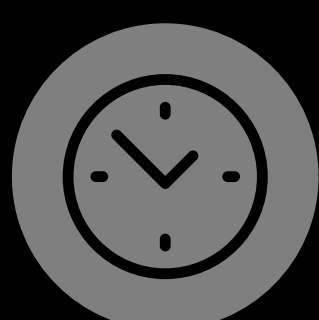
Founder & Chief Executive Officer, ALL.ART

Vitomir is the founder and CEO of ALL.ART (All-Art Protocol, VR-All-Art & SolSea NFT marketplace), with a background in both development and business. He has been creating VR, AR, web, blockchain and mobile apps in the fields of marketing, culture, and education.

He has worked and authored projects for brands such as UBS bank, BMW, SAP, AMD, Heineken, Nescafe, Mercedes Benz, Philip Morris, etc. Authored one of the first VR museums – VR museum of Nikola Tesla. He has a degree in archeology and a passion for crypto, digital communication, museums and arts.



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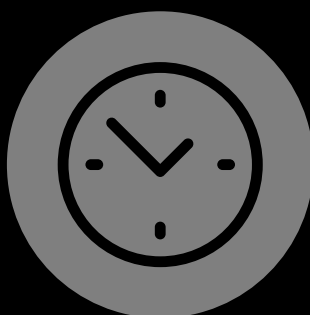
SPEAKERS

Thomas Krens

Director Emeritus, Solomon R. Guggenheim Foundation New York and Chairman & Chief Executive Officer, Global Cultural Asset Management



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SPEAKERS

Thomas Krens

Director Emeritus, Solomon R. Guggenheim Foundation New York and Chairman & Chief Executive Officer, Global Cultural Asset Management

As Director and Chief Artistic Officer of the Solomon R. Guggenheim Foundation, Thomas Krens was responsible for the operation and programming of the seven museums in the Guggenheim global network: the Solomon R. Guggenheim Museum and the Guggenheim Museum Soho in New York; Guggenheim Museum Bilbao in Spain; the Peggy Guggenheim Collection in Venice, Italy; the Deutsche Guggenheim Berlin; the Guggenheim Hermitage Museum in Las Vegas; and the Guggenheim Las Vegas.

During his twenty-year tenure at the Guggenheim, Mr. Krens produced 292 exhibitions for the Guggenheim Museum network, including the career retrospectives of Robert Rauschenberg, Roy Lichtenstein, Anselm Kiefer, Mathew Barney, Jenny Holzer, Ellsworth Kelly, Francesco Clemente, Mario Merz, Anselm Kiefer, Andy Warhol, Georg Baselitz, Nam Jun Paik, Robert Morris, Zaha Hadid, Giorgio Armani and Frank Gehry among others.

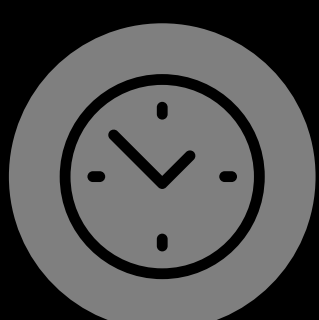
Mr. Krens was in charge of designing and implementing the Guggenheim Abu Dhabi Museum project on behalf of the Guggenheim Foundation.

Mr. Krens founded Global Cultural Asset Management (GCAM1 LLC) in 2008, a company that pursues a cluster of overlapping businesses related to the expansion of art, culture, and art museums, primarily in Asia and the Middle East.

Mr. Krens has been awarded The Order of the Aztec Eagle, bestowed by the Government of Mexico (2005), Lifetime Achievement Award, Americans for the Arts (2003), Golden Lion Prize for Architectural Patronage at the Venice Architecture Biennale (2000), as well as Honorary Degrees from Yale University, Williams College, and the State University of New York at Albany.



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AGENDA



SPEAKERS

Ernesto Lanzillo

Partner and Deloitte Private Leader,
Deloitte Central Mediterranean



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SPEAKERS

Ernesto Lanzillo

Partner and Deloitte Private Leader,
Deloitte Central Mediterranean

Graduated in Economics and CPA, he joined Deloitte in 1989.

Audit & Assurance partner since 2002.

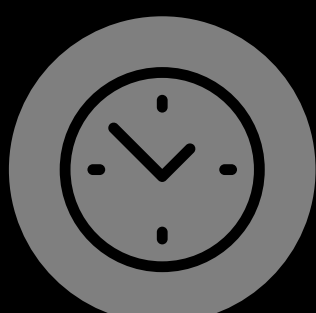
Member of the Executive Committee of Deloitte Central Mediterranean (DCM) since 2018; member of the Management Team for Deloitte Audit & Assurance DCM covering the role of Client & Industry representative since 2014.

Extensive experience in auditing listed and not listed entities and Groups.

In its role of Deloitte Private Leader, he launched the Deloitte Elite Lounge initiative with Borsa Italiana Euronext, the Best Managed Companies Award (Deloitte Private global award dedicated to Sme's and mid-market companies) and the Master in Art Management at the Pavia University.



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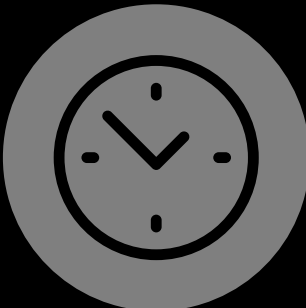
SPEAKERS

Julien Maldonato

Partner, Innovation & Web3 Leader, Deloitte France



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SPEAKERS

Julien Maldonato

Partner, Innovation & Web3 Leader, Deloitte France

Julien has been assisting for 20 years financial institutions in managing innovative projects. Over the past 8 years, he has focused on new technologies and financing mechanisms: NFTs, crypto-backed assets, security tokens, fractional ownership, and digital assets.

Julien is passionate about Art-Tech and he is involved in several startup projects in France.



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SPEAKERS

Dr. Maximilian Martin

Global Head of Philanthropy, Lombard Odier Group
and Senior Fellow, elea Center for Social Innovation,
IMD Business School



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SPEAKERS

Dr. Maximilian Martin

Global Head of Philanthropy, Lombard Odier Group
and Senior Fellow, elea Center for Social Innovation,
IMD Business School

Senior Fellow, elea Center for Social Innovation, IMD
Business School.

Dr. Maximilian Martin serves as Lombard Odier's Global Head of Philanthropy and led the ICRC's "Program for Humanitarian Impact Investment" transaction ("humanitarian impact bond," 2017-2022) for co-sponsor Lombard Odier. He is also a Senior Fellow at the elea Center for Social Innovation at IMD Business School. One of Europe's impact pioneers, Max created Europe's first university course on social entrepreneurship (2003), Europe's first philanthropic services and impact investing offering at a bank (UBS, 2004-2009), coined "impact economy" and "corporate impact venturing," and founded Impact Economy (2011). He also wrote the UK Cabinet Office Primer *"Status of the Social Impact Investing Market"* for the first G8 conference on impact investing (2013).

Max's passion is value creation and industry transformation; just like in prior projects such as *"Creating Sustainable Apparel Value Chains"* (2013), *"Energy Transition Fast Forward! Scouting the Solutions for the 80-100% Renewable Economy"* (2015), or more generally work on the sustainability turn in finance, he thinks that impact investing can help disrupt the creative industries.

Max holds an MA from Indiana, an MPA from Harvard and a PhD from Hamburg. His book *"Building the Impact Economy: Our Future, Yea or Nay"* (Springer, 2016) develops a comprehensive framework for creating sustainable new business approaches.



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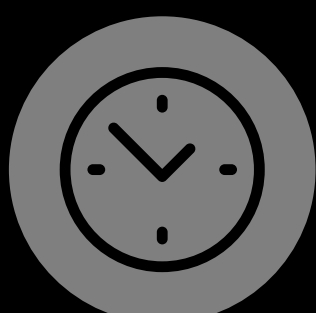
SPEAKERS

Simon Oldfield

Founder & President, Simon Oldfield Advisory,
Art | Law | Tech



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SPEAKERS

Simon Oldfield

Founder & President, Simon Oldfield Advisory,
Art | Law | Tech

He is the appointed art advisor to private and corporate art collections, as well as art funds across the globe, and curates art/cultural programmes at major institutions including the Royal Academy of Arts. He is also an expert in the convergence of art, law and blockchain, and advises a range of clients in this field including Hauser & Wirth and BMW.

Simon also curates ground-breaking cultural projects including one of the first solo presentations by Michael Armitage, and an innovative exhibition exploring subculture in Screw Your Courage to the Sticking Place.

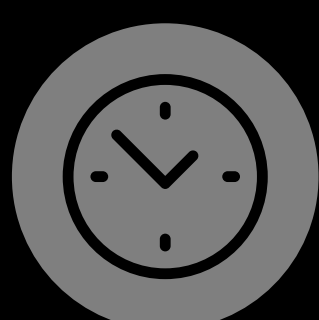
An expert commentator on art, law and tech, Simon regularly gives talks, sharing his insights with recent highlights including the Talk Art podcast, Amazon Prime, BMW Welt, London School of Economics and GQ.

Simon also spearheads collaborations with major cultural partners including the Tate, the Royal Academy of Arts, Turner Contemporary, LVMH, Burberry and BAFTA. He co-founded the organisation Pindrop with author and broadcaster, Elizabeth Day, and curated the first art & literature programme at the Royal Academy of Arts, where he also interviewed dozens of leading figures including Stephen Fry, Richard Dawkins, Dame Eileen Atkins, Julian Barnes, Sir Peter Blake, A C Grayling and Ben Okri.

Simon is the editor of A Short Affair, which included new artwork by Tracey Emin, and has sat on the judging panel for various awards including the British Book Awards, the Caitlin Art Prize, the Jerwood Drawing Prize and the Sunday Times Watercolour Competition, and written for Monocle, Harper's Bazaar and FT Weekend.



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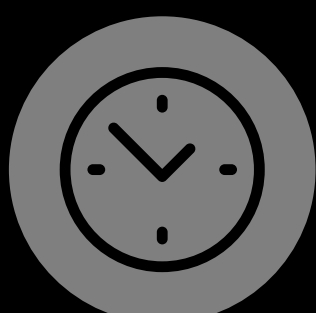
SPEAKERS

Sophie Perceval

Co-Founder & Co-Chief Executive Officer, Wondeur



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SPEAKERS

Sophie Perceval

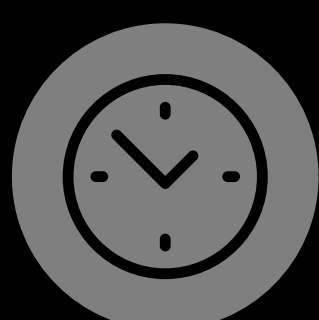
Co-Founder & Co-Chief Executive Officer, Wondeur

Sophie Perceval is the co-founder and co-CEO of Wondeur, an AI fintech company providing insurance companies, wealth management firms and cultural institutions with intelligence on trillions of dollars of alternative assets. Wondeur is developed by a world-class research team of PhDs from University of Toronto, MIT & MIT Media Lab, working collaboratively with preeminent art specialists.

A trained economist, Sophie brings to Wondeur 25 years of experience in the contemporary art world with a focus on artists development, research and innovation. At the Cartier foundation in Paris, she co-developed large scale publications and research projects as a member of the executive team before moving to the National Film Board of Canada and national public broadcaster CBC/Radio-Canada. As a Sciences-Po Alumna, Sophie is proud to be sharing with Corporate Strategy Master students tools and tips to unleash the power of innovation.



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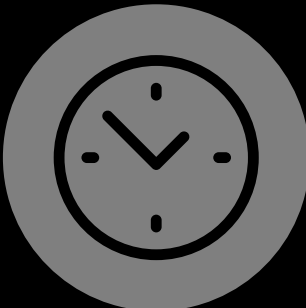
SPEAKERS

Anders Pettersen

Managing Director, ArtTactic



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SPEAKERS

Anders Petterson

Managing Director, ArtTactic

Anders Petterson is the founder and managing director of ArtTactic Ltd, a London-based art market research and analysis company.

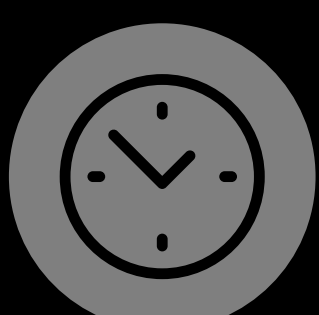
Anders began his career at JP Morgan and went on to set up ArtTactic in 2001. ArtTactic has become one of the leading art market research companies and a pioneer in using crowd-sourcing techniques for gathering and processing intelligence on the art market.

ArtTactic produces a number of global art market reports in collaboration with partners such as the Deloitte Art & Finance Report, Hiscox Online Art Trade Report, TEFAF Art Dealer Financing and India Art & Philanthropy report in partnership with W/R/B Underwriting.

Anders Petterson is regularly lecturing on the variety of art market topics for Sotheby's Institute (London), Christie's Education (London) and ESA (Beirut). Anders Petterson was a founding board member of Professional Advisors to the International Art Market (www.paiam.org) between 2011 and 2021.



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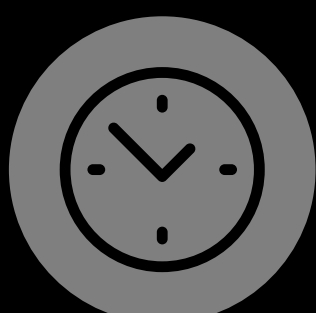
SPEAKERS

Adriano Picinati di Torcello

Global Art & Finance Coordinator,
Deloitte Luxembourg



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SPEAKERS

Adriano Picinati di Torcello

Deloitte Luxembourg

Director | Global Art & Finance Coordinator

Adriano is the Art & Finance coordinator for the Deloitte group of member firms and has over 20 years of professional experience.

He is in charge of the Art & Finance activities within Deloitte Luxembourg, an initiative he has been coordinating since its inception in 2008 (www.deloitte-artandfinance.com). Adriano also coordinates the development of the Art & Finance activities at the Deloitte group level. Over the past decade, Adriano has been working towards the creation of an Art & Finance/Business cluster in Luxembourg.

To create public awareness of the Art & Finance subject, Adriano initiated the international Deloitte Art & Finance Conference cycle that has become the annual benchmark event in the field. He has also developed Art & Finance seminars for professionals seeking guidance about the global art market and he is the co-author of the Deloitte and ArtTactic Art & Finance Report. As the spokesperson of the Art & Finance initiative within Deloitte, he regularly speaks at national and international conferences.

Adriano started his professional career as an auditor at KPMG. He also spent several years with Banque Degroof Luxembourg to develop the group's activities in France through wealth structuring and funds services. Before joining Deloitte in 2008, he held management positions in the Asia Business Development team and in the Strategic Planning team of Deutsche Börse Group.

Adriano has a degree in business sciences and finance, as well as an MBA and a M.Sc. in banking and finance. He is fluent in French, English and has a very good command of Italian.



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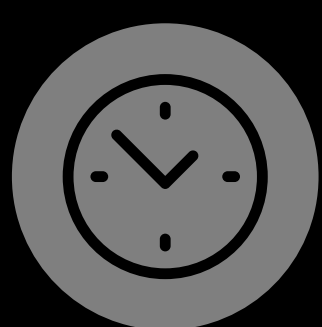
SPEAKERS

Fabio Pompei

Chief Executive Officer,
Deloitte Central Mediterranean



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SPEAKERS

Fabio Pompei

Chief Executive Officer,
Deloitte Central Mediterranean

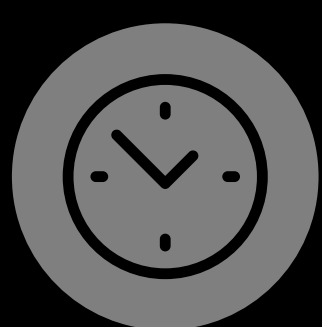
Deloitte Central Mediterranean (DCM) CEO since June 2019 and member of NSE Executive Team, Fabio became Partner with Andersen in 2000 and then joined Deloitte in 2002.

In the course of his career, he served as DCM Audit Business Leader (2015-2019), Italy Talent Leader (2012-2015) and Italy Centre-South Audit Leader (2009-2015). Fabio led the audit of several multinational Groups, some of which also listed, with significant experiences in advisory cross-functions engagements. He’s also member of the Board of the American Chamber of Commerce and of the Board of ISPI (Italian Institute for International Political studies).

Fabio holds a Degree in Economics from Rome University and is Certified Public Accountant in Italy.



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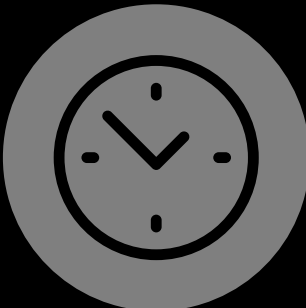
SPEAKERS

John Psaila

Chief Executive Officer, Deloitte Luxembourg



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SPEAKERS

John Psaila

Chief Executive Officer, Deloitte Luxembourg

John started at Deloitte as a junior in 1995 and has been loyal to the Deloitte brand ever since. He has worked as an auditor for three different Deloitte member firms, and been exposed to a broad portfolio of clients that are diverse both from an industry as well as from a cultural perspective. John is specialized in group audits of commercial and industrial companies, and a reference when it comes to the framework governing the operation of public companies in Luxembourg. John joined Deloitte's Luxembourg firm in 2001 and was appointed to Partner in 2008. In 2015, he was further promoted to the firm's Executive Committee, and he acted as Deloitte Luxembourg's Reputation & Risk Leader until he was elected as the firm's next Managing Partner in October 2017 at the age of 39.

Originally from Malta, John is a fellow of the UK Association of Chartered Certified Accountants, a member of the Luxembourg Institute of Auditors, and an Authorised Statutory Auditor (réviseur d'entreprises agréé) in Luxembourg.



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SPEAKERS

Monsignor Lucio Adrián Ruiz

Secretary of the Dicastery for Communication
of the Holy See



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SPEAKERS

Monsignor Lucio Adrián Ruiz

Secretary of the Dicastery for Communication
of the Holy See

Monsignor Lucio Adrián Ruiz was ordained priest in 1990. His studies began at the Metropolitan Seminary of Santa Fe and continued at the National University of the Littoral where he studied as an analyst in Applied Computer Science. Subsequently, he obtained an MBA from the Polytechnic University of Madrid, a Licentiate in Fundamental and Dogmatic Theology from the Pontifical University of the Holy Cross and a PhD from the Polytechnic University of Madrid, at the School of Telecommunications Engineering, Doctoral Program in Biomedical Engineering.

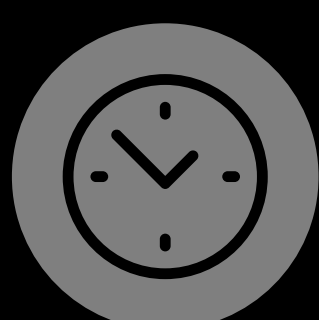
After having spent some time at the Episcopal Commission for the University Pastoral Care of the Argentine Episcopal Conference as secretary and IT advisor of the General Secretariat of the Conference, he worked at the Latin American Episcopal Council (CELAM) in Bogota and as technical coordinator of the Computer Network of the Church in Latin America (RIIAL).

Currently, he is a professor at the Faculty of Communication of the Pontifical University of the Holy Cross.

At the Holy See, he has worked in the Congregation for the Clergy, with the Pontifical Council for Social Communications, before being appointed Secretary of the Dicastery for Communication on 27 June 2015. Among the topics he is most involved in are new technologies, theology of communication and ethics in the technological world. The last project he has promoted is the Digital Synod.



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SPEAKERS

Mikolaj Sekutowicz

Co-Founder and Chief Executive Officer, Therme Art



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SPEAKERS

Mikolaj Sekutowicz

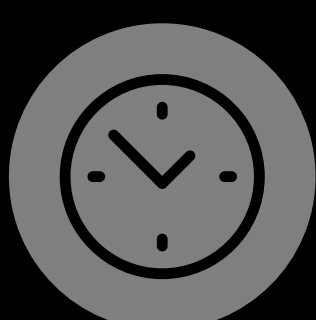
Co-Founder and Chief Executive Officer, Therme Art

Mikolaj Sekutowicz is the Co-Founder and CEO at Therme Art, where he is responsible for curating its transdisciplinary programme. Mikolaj is driven by the belief that wellbeing lies at the heart of cultural production, both which should be widely accessible to all. At Therme Art, he oversees the outreach to creative communities, curating forum discussions that enable inclusive and actionable dialogue across diverse fields. He supports renowned and emerging creative talents in the accomplishment of their own artistic projects, which aim to challenge the limitations of conventional and contemporary art viewing.

Mikolaj is among other members of the board at Therme Group, the Founder and CEO of Impact One, an impact investment initiative dedicated to the development of projects that target innovation, infrastructure and culture to address long-term human and environmental wellbeing and is the initiator of the One Health Research Centre, committed to the research of human-environmental interconnection. Mikolaj is on the board of Superblue, a ground-breaking enterprise dedicated to advocacy for and public engagement with experiential arts, providing expertise and resources for the realisation of interactive experiences that foster social awareness, exchange and impact. Mikolaj's approach towards cultural change is rooted in his belief that symbiosis is at the core of collective wellbeing.



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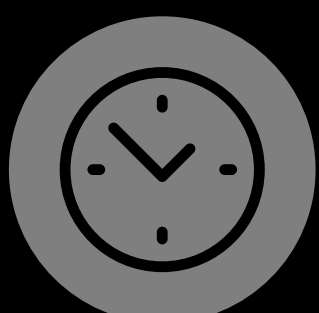
SPEAKERS

Sr. Alessandra Smerilli

Secretary of the Dicastery for Promoting Integral Human Development and Delegate of the Vatican Covid-19 Commission



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SPEAKERS

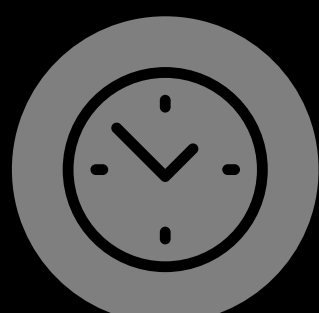
Sr. Alessandra Smerilli

Secretary of the Dicastery for Promoting Integral Human Development and Delegate of the Vatican Covid-19 Commission

Sr. Alessandra Smerilli became a Daughter of Mary Help of Christians in 1997 after theological formation at the Pontifical Lateran University. She continued her economic studies and gained a doctorate in political economy from Rome's La Sapienza university, and a Ph.D. in economics from East Anglia University in Norwich, England. She went on to become a professor of political economy at the Pontifical Faculty of Educational Sciences Auxilium in Rome. Since 2019, she has been a Vatican State Councilor and Consultant to the General Secretariat for the Synod. She began to collaborate with the Dicastery for Promoting Integral Human Development in April 2020 as coordinator of the Economy Task Force of the Vatican Covid-19 Commission. In 2022 she was appointed Secretary of the Dicastery for Promoting Integral Human Development and delegate of the Vatican Covid-19 Commission.



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SPEAKERS

Lyne Stambouli

Chief Executive Officer, EverRose



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SPEAKERS

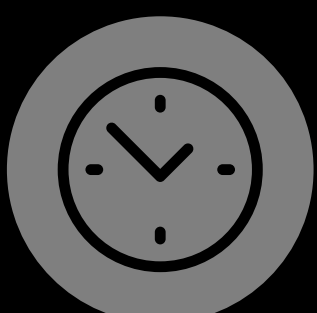
Lyne Stambouli

Chief Executive Officer, EverRose

Lyne was born in Lebanon and trained in Moscow and NYC. She is a French producer with a heightened sense of the public interest. A custodian and advocate of culture, she created EverRose and The 101 Experience to provide a brand-new, virtuous NFT model for museums and monuments, bringing People, Art, Technology & Philanthropy together.



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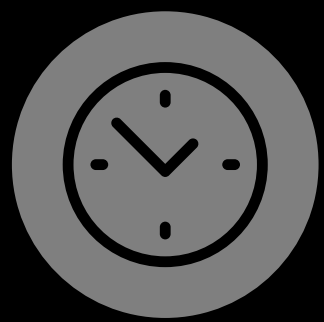
SPEAKERS

Barbara Tagliaferri

Deloitte Italy Art & Finance Coordinator



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SPEAKERS

Barbara Tagliaferri

Deloitte Italy Art & Finance Coordinator

Barbara is Head of Brand & Communications for Deloitte Central Mediterranean since 2011 and then Art & Finance Coordinator for Italy since 2014. Within the Art & Finance sector, she works closely with the Deloitte Luxembourg Excellence Center and within “Deloitte Private” services in Italy.

As a speaker, Barbara has taken part in many external events and conferences about Art & Finance.

After the establishment of Fondazione Deloitte in February 2016, Barbara was named Operational Director. She is particularly involved in cultural and heritage projects, one of the three areas in which the Foundation operates.

Barbara graduated with a specialization in “Foreign Languages and Literature,” and she also achieved a second degree cum laude in “Science in Cultural Heritage.”



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SPEAKERS

Nathalie Tessier

Partner, Global Deloitte Private Leader and
Global Audit & Assurance Growth Leader



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SPEAKERS

Nathalie Tessier

Partner, Global Deloitte Private Leader and
Global Audit & Assurance Growth Leader

Nathalie Tessier, FCPA, is the leader for Deloitte Private’s Global practice with offices in more than 80 countries. She is a member of the Global Clients & Industries Leadership team. Deloitte Private professionals focus on the needs of privately held companies, private equity firms, family enterprises, and emerging growth companies. Our services address the unique challenges faced throughout the business lifecycle and connect business leaders to a global network of ideas, knowledge and experience.

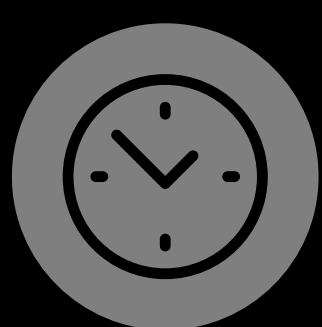
Nathalie also sits on the Global Audit & Assurance Executive, as the Global A&A Growth Leader. In her Global Audit Private role, Nathalie hopes to draw down from her own experiences in her previous role, together with perspectives from across the member firms, to help the Audit Private succeed across the globe.

Prior to this role Nathalie was the Managing Partner, Audit & Assurance for Deloitte Canada & Chile. She managed a practice of over 3,700 professionals across the two countries. She has also served as the Canadian firm’s Managing Partner, Quality, Risk & Regulatory Management for Canada where she was responsible for protecting and enhancing the firm’s brand and reputation through ensuring quality client service, strong risk management processes and regulatory and professional compliance.

She has over 32 years of experience in audit and assurance services providing value-added services to private and public clients.



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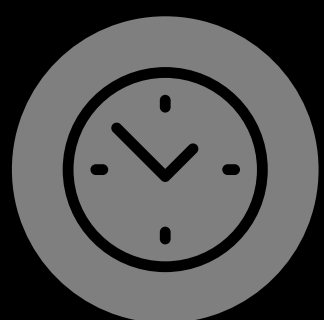
SPEAKERS

Ekaterina Travkina

Coordinator, Culture, Creative Industries and Local Development, OECD Centre for Entrepreneurship, SMEs, Regions and Cities



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SPEAKERS

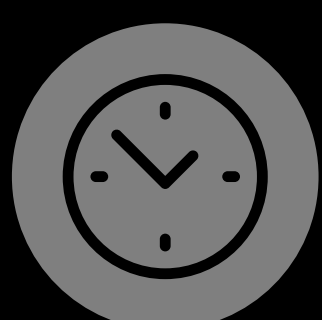
Ekaterina Travkina

Coordinator, Culture, Creative Industries and Local Development, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

Ekaterina Travkina coordinates the work on culture and creative industries within the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. Her work aims to provide evidence and guidance to national governments as well as cities and regions on ways to maximise the economic and social impact of culture and support the creative economy. Latest work includes the first OECD report on culture: *The Culture Fix: Creative People, Places and Industries*; the series of national and local reviews: *Culture and the Creative Economy in Colombia: Leveraging the Orange Economy*, *Culture and the Creative Economy in Emilia Romagna, Italy*; *Glasgow City Region, United Kingdom*; the OECD note for the Italy G20 Presidency 2021 on the *Economic and Social Impact of Cultural and Creative Sectors*; *Culture Shock: COVID-19 Impact on Cultural and Creative Industries*; and the *OECD-ICOM Guide for Local Governments, Communities and Museums*.



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SPEAKERS

Marco Trevisan

Director, Alberto Peruzzo Foundation



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SPEAKERS

Marco Trevisan

Director, Alberto Peruzzo Foundation

After a bachelor in business economy at Ca' Foscari University university (with a thesis on professionals in organising art exhibitions), he has always worked in the arts field, such as for the non profit agencies but even for other realities more related to the business field.

He was responsible for corporate relationships for the Guggenheim in Venice, communication manager in New York for FMR Art'è Usa, director of Affordable Art Fair Italy (with events in Milan and Rome, after having imported the project in Italy) and director of Christie's Italy (for which he has continued working as an external consultant).

He has developed and coordinated a post-bachelor course in Art Gallery Management at the IED in Venice.

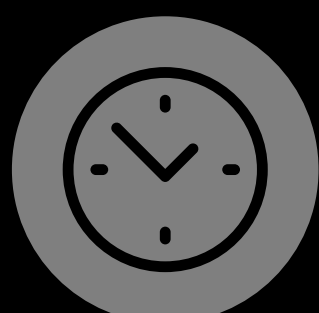
Currently, he is director of the Alberto Peruzzo's foundation and partner of One Stop Art.

Towards the end of 2021, a book written by him was published by Scheiwiller / 24 ORE Cultura, with the title ARS FACTIVA.

The useful beauty of art is a research on the relationship between art, science and technology and on this relationship's usefulness for the contemporary society.



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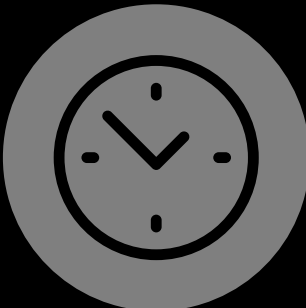
SPEAKERS

Alfredo Valeri

Head of Research and Cultural Planner,
Associazione CIVITA



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SPEAKERS

Alfredo Valeri

Head of Research and Cultural Planner,
Associazione CIVITA

PhD in Territorial Planning and Public Policy Analysis, he is a Chief Research Officer expert in public-private partnerships, cultural management, sustainability & ESG strategies.

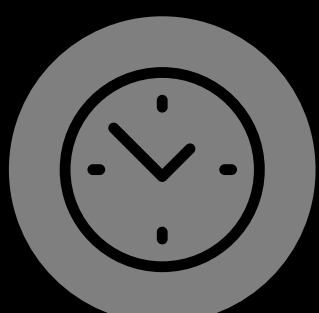
As consultant for corporations and third sector organizations, he is responsible for lead business development, stakeholders engagement and social impact reporting.

As Associate Lecturer, he teaches project management, impact assessment, community building and crowdfunding in the cultural and creative sectors.

He edited more than 50 reports and researches mainly focused on cultural economics, open innovation in the Cultural and Creative Industries (CCI) and culture-led development practices.



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SPEAKERS

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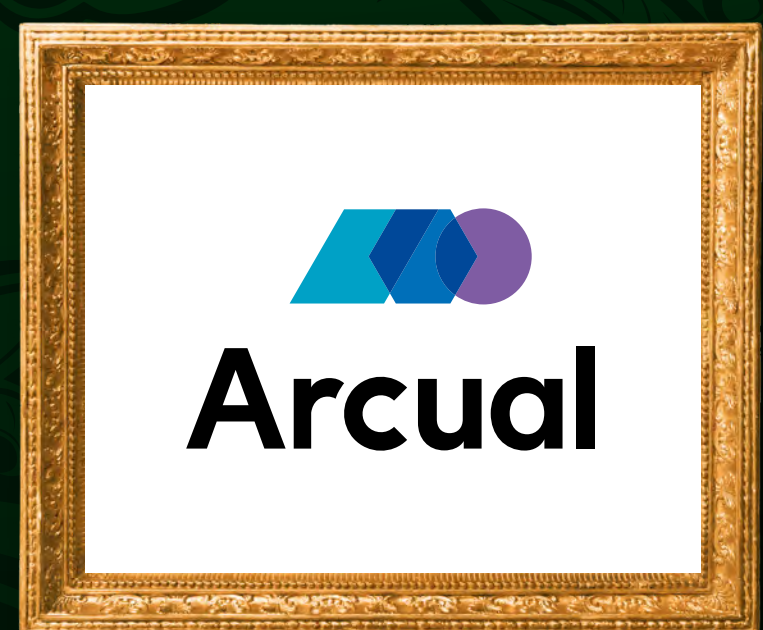
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