

### The Business of Art: A Forecast for 2011

The Fisher Museum of Art, USC  
03.08.2011

In the age of skyrocketing auction prices, the explosion of global art fairs, and increased digitization from iPad masterpieces to the Google Art Project, how are artists, galleries, and cultural institutions around the world adapting to recent trends? Gain insights on how the boundaries of law and conventions of business shape the arts in 2011. Take this opportunity to learn about licensing, digital innovation, and sponsorship in the profit and non-profit arts landscapes with a round table of Los Angeles thought-leaders. Join USC Art Law Society and Sheppard Mullin Richter and Hampton LLP, for a dynamic dialogue on the Business of Art for 2011.

#### Panelists:

- James R. Gilson – Vice President & General Counsel, Natural History Museum of Los Angeles County
- Addison Liu – Co-Founder, HVW8 Art + Design Gallery
- Christine Steiner – Attorney at Law, Law Offices of Christine Steiner
- Jessica Kantor – Moderator, Sheppard, Mullin, Richter & Hampton LLP

#### Time:

Reception: 6:00 - 6:30 p.m.  
Program: 6:30 - 7:30 p.m.

#### RSVP:

[uscartlawsociety@gmail.com](mailto:uscartlawsociety@gmail.com)

#### MCLE:

*This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.0 hour of MCLE credit. The University of Southern California is a State Bar of California approved MCLE provider.*

#### Presented By:

#### Driving and Parking Directions:

### Practice Areas

Entertainment, Technology and Advertising

## Industries

Art