



ART FA

The ART FUND ASSOCIATION LLC

News Release

FOR IMMEDIATE RELEASE

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THE ART FUND ASSOCIATION TO HOST PANEL DISCUSSION ON ART INVESTMENT FUNDS AT THE ARMORY SHOW

New York, NY – The Art Fund Association, LLC (ART FA) will present a panel discussion, *Art Funds: Is Now The Time?*, on Friday, March 4, 2011, according to Enrique E. Liberman, ART FA President. This panel discussion is the first of Art FA's educational initiatives aimed at informing the general public and investment community about the characteristics of art investment funds and the state of the art fund industry.

The discussion will take place from 11:00 a.m. until 12:30 p.m. at The Armory Show, Piers 92 and 94 along the Hudson River at 55th Street in the Passenger Ship Terminal complex.

An impressive line up of speakers comprised of seasoned art fund managers and art market consultants and statisticians will provide their thoughts on a variety of issues to those interested in learning about art investment vehicles and their prospects. The topics will include the following:

- A brief introduction as to the origins and history of art funds.
- Current perceptions of the art fund industry and its projected role in the art market.
- How do, and how should, art funds operate in the art market.
- The viability of art funds as an alternative investment vehicle.
- The current and future impact of art funds on the global art market.
- Grappling with conflicts of interest inherent to the art fund industry.

The panel will be moderated by Michael Sellinger, a member of the Board of Directors of The Art Fund Association and principal of Cattelston Advisors, who will guide the discussion between the following speakers:

- Pamela Auchincloss, Artist Pension Trust.
- Sandy Kemper, The Collectors Fund.
- Javier Lumbreras, Artemundi Global Fund.
- Sergey Skaterschikov, Skate's Art Market Research.
- Judd Tully, *Art + Auction* Magazine.

About The Art Fund Association

The Art Fund Association (www.artfundassociation.com) is a trade association comprised of professionals of, investors in, and service providers to, art investment funds and art funds of funds. Founded in 2009 by prominent art market professionals, The Art Fund Association shapes the dialogue, business practices and growth of the art fund industry by providing a forum where leaders, investors and practitioners in the global art fund industry can come together for the advancement and promotion of art investment vehicles.

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For further information, please e-mail us at events@artfundassociation.com.