



Added Value: Fine Art in a Changing Environment

Call for Proposals to participate in the NAFAE AGM and members Forum in March 2010

Please complete the following form and email to **admin@nafae.org.uk** or post to NAFAE administrator 123 Lipman Building Sandyford Road Newcastle upon Tyne NE1 8ST by 29 February.

Website: **www.nafae.org.uk**

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Title of presentation: What constitutes 'value' and 'quality' and what is their relationship to each other in the context of contemporary art?

Summary:

The project interrogates a much-debated but complex issue of current and future significance to the practice and dissemination of contemporary visual arts: what constitutes 'value' and 'quality' in this context? Further, how are these terms understood both individually and in relation to each other by stakeholders, including the public who visit the contemporary art gallery and engage with the work exhibited there?

The potential of this project for the generation of new knowledge and insights is in its intention to explore the role played by the HE sector in the development of value and quality in association with the cultural industries.

The principal aim of the project is to establish the criteria for development of a methodological framework for the appraisal and evaluation of notions of value in the visual arts. It will do this on two levels: firstly for the purpose of informing current debate generally; and, secondly and more specifically, to enable contributors to/participants of the workshops to use the 'data' generated by the workshops in a way that will impact positively not only on their own particular areas of expertise/concern, but ultimately for the benefit of the wider public who undergo the 'gallery experience'.

Workshops/seminars are planned to address a specific set of related research questions:

- What constitutes 'value' and 'quality' and what is their relationship to each other in the context of contemporary art?
- How do/can contemporary art galleries identify and impact upon notions of 'public' value?
- Can commercial value be evaluated in the same terms as cultural value?
- What are the criteria for establishing a model of value delivery?

(use a separate sheet if necessary)