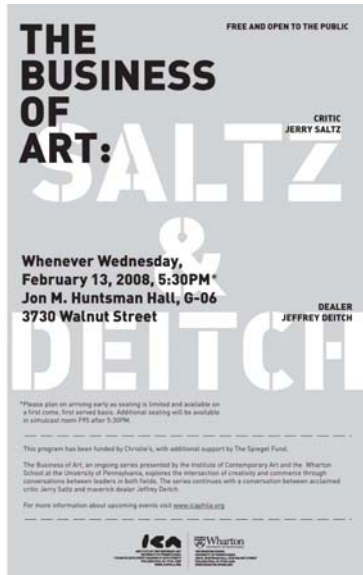




INSTITUTE OF CONTEMPORARY ART
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NEWS RELEASE



The Institute of Contemporary Art and the Wharton School of the University of Pennsylvania Announce Second Program in the Collaborative Series on The Business of Art

The Business of Art: Jerry Saltz and Jeffrey Deitch
Wednesday, February 13, 5:30pm* Huntsman Hall G06
3730 Walnut Street

*Please plan on arriving early as seating is limited and available on a first come, first served basis. Additional seating will be available in simulcast room F95 after 5:30pm.

PHILADELPHIA, PA

The Institute of Contemporary Art (ICA) in collaboration with the Wharton School of the University of Pennsylvania is pleased to present the second program of *The Business of Art*, a series of ongoing collaborations which began in 2006. This series marks the synthesis of two prestigious institutions and begins its second season with a conversation between acclaimed critic Jerry Saltz and maverick dealer Jeffrey Deitch on the evening of Wednesday, February 13 at 5:30pm, Huntsman Hall G06 (3730 Walnut Street).

Has money ruined art? Find out as Jerry Saltz and Jeffrey Deitch discuss the mood, the moment and the marketplace of today's art world. Jeffrey Deitch, a graduate of Harvard Business School, was a Vice President of Citibank's art advisory business before opening his own firm in 1988 and starting Deitch Projects in 1996. Jerry Saltz, art critic for *New York* magazine, was the senior art critic at the *Village Voice*, where he was twice a finalist for the Pulitzer Prize in criticism.

Claudia Gould, Director of ICA, says of the partnership "ICA is very interested in the interdisciplinary nature of this program. It is an opportunity to bring together prominent figures in both fields who are the voices of our generation."

"The Business of Art represents a very creative and purposeful blurring of boundaries, the sort of interdisciplinary innovation we pursue at Penn" says Dr. Vincent Price, Associate Provost for Faculty Affairs and the Steven H. Chaffee Professor of Communication and Political Science at the University of Pennsylvania. "It is a wonderful opportunity for students and others to explore the intersection of art and commerce, and to interact with major figures who are shaping the worlds of art and business. We are delighted that, with the wonderful resources we have in the Wharton School and ICA, Penn can bring programs like this to campus."

Dr. Mauro F. Guillen, Director, The Lauder Institute and the Dr. Felix Zandman Professor in International Management at the Wharton School says "The Business of Art creates an invaluable opportunity for management students to broaden their perspective of the world, and to realize that leadership is not only about competition but also about culture and aesthetics."

CONTACT

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GENERAL INFORMATION

ICA is located at:
118 South 36th Street at the
University of Pennsylvania

ICA is open to the public, except during
installation, from 12pm to 8pm on
Wednesday through Friday and from 11am
to 5pm on Saturday and Sunday.

Admission is \$6 for adults, \$3 for students
over 12, artists, and senior citizens; and
free to ICA members, children 12 and
under, PENN card holders, and on Sundays
from 11am to 1pm.

For more information,
call 215-898-7108/5911, or visit
www.icaphila.org.

INSTITUTE OF CONTEMPORARY ART

Founded in 1963, the Institute of
Contemporary Art at the University of
Pennsylvania is a leader in the presentation
and documentation of contemporary art.
Through exhibitions, commissions,
educational programs, and publications,
ICA invites the public to share in the
experience, interpretation and
understanding of the work of established
and emerging artists.

Established as part of an effort to create innovative programming and an interdisciplinary approach to education, *The Business of Art* enables students, faculty and the general public to take part in the conversation about business and art coming together by providing access to leaders in both fields. Other topics being considered in the coming year are *The New Philanthropy* and *The Art World and the Media*.

Jerry Saltz

Art critic for *New York* magazine, Jerry Saltz was formerly Senior Art Critic for the *Village Voice*. He has been nominated for the Pulitzer Prize in Criticism three times. He was the sole Advisor for the 1995 Whitney Biennial, and is currently a Visiting Critic at Columbia University and Yale University. Saltz has written for *Frieze*, *Modern Painters*, *Parkett*, *Art in America*, *Time Out New York*, *Flash Art*, *Arts* magazine and many others. He is known for his passionate opinions, lively, no nonsense writing, and insights about Contemporary Art, and the art scene in general. *New Yorker* art critic, Peter Schjeldahl has written that Saltz "is the best informed and hair-trigger liveliest of contemporary art critics, tracking pleasure and jump-starting intelligence on the fly." "Confirming the adage 'first thought best thought,' Saltz's fast takes stand up better in retrospect than other people's long views. He preserves the crunch and heat of art's collisions with life in these times." In 2003 *Seeing Out Loud: The Village Voice Art Columns, 1998 - 2003*, a collection of Saltz's *Village Voice* columns, was published by The Figures Press.

Jeffrey Deitch

Jeffrey Deitch is an art advisor to private and institutional art collectors, an art writer, and exhibition organizer. Prior to opening his own art advisory firm in 1988, Deitch was a Vice President of Citibank where he spent nine years co-developing and co-managing the bank's art advisory and art finance businesses. Before joining Citibank, he was the Assistant Director of the John Weber Gallery in New York and then the Curator of the De Cordova Museum in Lincoln, Massachusetts. Deitch is a 1974 graduate of Wesleyan University and received an M.B.A. from Harvard Business School in 1978. Deitch has been active as an art critic and exhibition curator since the mid-1970s. He has contributed to *Arts*, *Art in America*, and numerous other publications, and served as the first American editor of *Flash Art*. In 1996 he founded Deitch Projects, a leading contemporary art gallery in New York City.

This program has been funded by Christie's, with additional support by The Spiegel Fund.

CHRISTIE'S

The Spiegel Fund

The Emily and Jerry Spiegel Fund to Support Contemporary Culture and Visual Arts has been created to support an innovative, interdisciplinary approach to education that will enhance collaboration at the University of Pennsylvania among its academic departments and cultural institutions. Spiegel Fund events are designed to raise the level of conversation among Penn's students and faculty about art, particularly art that crosses disciplinary and cultural boundaries. The Spiegel Fund is administered by the University's Provost Office.

ALL PROGRAMS SUBJECT TO CHANGE. PLEASE VISIT THE ICA WEBSITE, WWW.ICAPHILA.ORG, FOR MORE INFORMATION ON PROGRAMS IN CONJUNCTION WITH THE BUSINESS OF ART.