

## Old Masters, Old-Fashioned?

“Can the Old Masters be relevant again?” This was the provocative heading of an article in the New York Times in the summer of 2016 that suggested that collectors are losing interest in the Old Masters: “The new client base at the auction houses – and the collecting tastes of those clients – have moved away from the veneration of the past,” observed one spokesperson for an auction-house.

It is a claim worth holding up to scrutiny. The art dealer Salomon Lillian asserted in the most recent issue of the CODART eZine that interest in the Old Masters is actually on the rise. He did note that there had been a certain change, however, in the style and ambience of the works that were in particular demand. And according to the art dealer, art historian, writer and blogger Bendor Grosvenor, there is only one possible answer to the question posed in the *Times*: “Yes indeed.” That the Old Masters have lost none of their relevance is clear, he remarks, from the constant stream of exhibitions that have been mounted by museums in recent years – each one sold out: he cites Leonardo in 2012, Rembrandt in 2014-2015, and Bosch in 2016 as examples.

What is the relationship between the popularity of such exhibitions and reports that the market for Old Masters is in decline? And are these trends prompting the collectors of Old Masters to make different choices? And what are the underlying motives that drive young collectors of Old Masters? Do art dealers have a certain responsibility to “educate” collectors when it comes to Old Masters? Is there any way for dealers and collectors to take advantage of the popularity of Old Masters in museums?

Bendor Grosvenor (art dealer, art historian, and writer), Stijn Alsteens (Christie’s Paris, formerly Metropolitan Museum New York), and Titia Vellenga (collector and Chair of the Friends of CODART Foundation) will share their thoughts with us about this interesting subject in an event moderated by Anna Tummers (Curator of Old Masters, Frans Hals Museum, Haarlem).

The speakers will be happy to respond to questions from, and points raised by, members of the audience.

The Patrons Salon will take place during The European Fine Art Fair (TEFAF) in the MECC in Maastricht on Saturday, 11 March 2017 from 10:00-11:30h.

### Program

10:00 – 10:15 A word of welcome (with coffee and tea)  
10:15 – 11:30 Bendor Grosvenor, Stijn Alsteens, and Titia Vellenga will give the audience the benefit of their experience and expertise, including time for questions and discussion. The moderator will be Anna Tummers.  
11:30 Closing words

**Date** Saturday, 11 March 2017, 10:00 a.m. to 11:30 a.m.

**Place** Meeting Room 0.8, MECC Maastricht

**Applications** Apply by e-mail to: [friends@codart.nl](mailto:friends@codart.nl)

This Salon is open to CODART Patrons and to all those who wish to become acquainted with CODART and what it offers its benefactors. The number of participants is limited, so early application is advisable.