FRIDAY  MAY  20

1:00 – 1:45 pm  
REGISTRATION  
Lobby, School of Social Work, Hunter College, 129 East 79th Street

1:45 – 2:00 pm  
WELCOME  
David A. Gallagher, AAA, President, Appraisers Association of America; Jennifer Raab, President, Hunter College; and Pedro Pedraza, Exchange Programs Director, Center for Puerto Rican Studies, Hunter College, NY

2:00 – 2:30 pm  
KEYNOTE SPEAKER  
Susana Torruella Leval, Director Emeritus, El Museo del Barrio, NY – The More Things Change, the More They Stay the Same

2:30 – 4:00 pm  
HISTORICAL ROOTS  
Art historians from around the country will provide a brief history in order to contextualize the art of the region in preparation for examining valuation issues.

Taina Caragol, Project Director, Survey of Archives of Latino Art, MoMA – Puerto Rican and Nuyorican Art  
Edward J. Sullivan, Ph.D., Professor of Fine Arts, Professor, Institute of Fine Arts, New York University, NY – Cuban/Latino Art in the US  
Chon A. Noriega, Ph.D., Professor, Critical Studies and Director, UCLA Chicano Studies Research Center, CA – Chicano Art

Shifra Goldman, Ph.D., Professor of Art History, UCLA, CA – Dominican Contemporary Art

Moderator: Gilberto Cárdenas, Ph.D., Julián Samora Chair in Latino Studies, Assistant Provost and Director, Institute for Latino Studies, Notre Dame, IN

4:00 – 4:15 pm  
BREAK

4:15 – 5:45 pm  
THE MARKET PLACE  
Art experts will discuss their experiences with how Latino/Latina art, although considered to be outside the mainstream in the past, is now coming into its own, and entering into the marketplace.

Mary-Anne Martin, President, Mary-Anne Martin/Fine Art, NY; Founder, Latin American Department, Sotheby's, NY – Creating a Market for Latino Artists in the US  
Taina Caragol, Project Director, Survey of Archives of Latino Art, MoMA – The Archives of Latino Art at MoMA  
Gary D. Keller, Ph.D., Regents' Professor, Arizona State University, AZ – Creating a Market

Moderator: Carmen Melián, VP, Director of Latin American Art, Sotheby's, NY

5:45 – 6:30 pm  
INTRODUCTION TO APPRAISING  
Jane H. Willis, AAA, Immediate Past President, Appraisers Association of America, NY

6:30 – 8:00 pm  
COCKTAIL RECEPTION  
School of Social Work, Lobby and Garden, Hunter College, 129 East 79th Street

SATURDAY  MAY  21

9:00 – 9:30 am  
BREAKFAST

9:30 – 9:45 am  
WELCOME  
Anthony de Jesus, Ph.D., Interim Director, Center for Puerto Rican Studies, Hunter College

9:45 – 10:15 am  
KEYNOTE SPEAKER  
Tomás Ybarra-Frausto, Ph.D., Associate Director for Creativity & Culture, Rockefeller Foundation, NY – The Movimiento/The Millennium: The Re-Generation of Chicano Art

10:15 – 11:15 am  
MUSEUMS AND COLLECTORS  
Curators, private collectors and artists debate and discuss the impact and influence that museums and collectors have in establishing an artist's career and his/her market.

Gilberto Cárdenas, Ph.D., Julián Samora Chair in Latino Studies, Assistant Provost and Director, Institute for Latino Studies, Notre Dame, IN – Collecting