*Business History@ Erasmus Seminar*

Rotterdam, Monday 7 March 2016

**The art of persuasion: dealer strategies in the nineteenth-century art market**

12:30        Lunch (sandwiches)

13:00        Filip Vermeylen (EUR)

*Christie’s and the professionalization of the art trade in the early nineteenth century*

Respondent: Jeroen Euwe (ULB, Belgium)

14:00        Paolo Serafini (Rome)

*Knoedler and the conquest of the American art market*

Respondent: Liesbeth de Strooper (EUR)

15:00        Tea

15:30        Kim Oosterlinck (ULB, Belgium)

*Art dealers strategies’: the case of Goupil 1860-1914*

Respondent: Sandra van Ginhoven (EUR)

16:30        General discussion

17:00        Drinks at the Erasmus Paviljoen