



**100 women in
hedge funds®**

**Education Session No. 341:
The Art of Investing in the Art Market - an Alternative Alternative?**

May 21, 2012 at 6:30 PM
Paris

Art is the extreme example of supply and demand. There usually is only one example of a work of art, elevating its value. As investors seek alternatives to weather turbulent financial markets and diversify their portfolios, acquisition of art no longer is the exclusive domain of art lovers and collectors, and artworks have gained traction as financial investments.

Join us for an introduction to the art market and dive deeper into the question of whether art may be regarded as an alternative asset class.

Our speakers will share topical insights as they consider:

- Recent global changes in the art market, including the impact of investor interest
- The diverse participants in the art market and their interactions
- The factors that influence the value of a work of art
- How art can be accessed as a collector or investor

This program is one of a series of educational events jointly organized with the CFA Institute's Paris chapter.

Participants

Ruth Knowles, The Fine Art Fund

Fabienne Nicholas, The Contemporary Art Foundation

Event Details

Date: May 21, 2012

Time: 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Hosts: CFA Institute and BNP Paribas Investment Partners

Location: BNP Paribas Investment Partners

14 rue Bergère, **Paris**, 75009, France

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact the [Paris](#) committee.

This event is NOT FOR ATTRIBUTION.

Admission to this event is free, but there is a 20 Euro charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to our 2012 beneficiary.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Ruth Knowles, Director of Global Marketing & Business Development, The Fine Art Fund

Knowles is an Associate of the Chartered Institute of Secretaries and Administrators and is company secretary for Fine Art Management Services Ltd. She was educated at Durham University where she earned a degree in European Studies with a focus on German and Spanish. She has been working with Philip Hoffman since the inception of Fine Art Management Services Ltd. and was instrumental in developing and structuring The Fine Art Fund. She has worked alongside Philip Hoffman for over nine years. She oversees marketing and investor relations.

Fabienne Nicholas, Head of Consultancy, The Contemporary Art Foundation

Fabienne Nicholas is the Head of Consultancy for the Contemporary Art Society in London, managing a portfolio of major public art commissions, corporate and private art collections and curatorial initiatives. Prior to this she was Project Director for Futurecity Arts, working on public art commissions and high-profile cultural regeneration projects including the Kinetica Museum in London. Based in Australia until 2003, Fabienne was until leaving Executive Director of Experimenta, Australia's leading media arts agency. During her time with the organisation Fabienne was instrumental in setting up the Experimenta Biennale and a regional and international touring exhibition programme.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 300 events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$25 million for philanthropic causes in the areas of women's and family health, education and mentoring.