



**Programming Brief**  
**Art for Tomorrow 2024**  
**June 5-7: Venice, Italy**

The next Art for Tomorrow will take place in Venice from June 5-7, at the Palazzo Diedo, owned and newly renovated by the Berggruen Institute. The “floating city” is an appropriate setting to consider the complex problems that beauty can bring: How can cities and cultural sites celebrate their heritage without becoming victims of their own success through overtourism? How can museums and monuments protect themselves from the inevitable impact of the climate crisis? How should institutions and artists think about and reflect the concerns of their changing populations?

These are just a few of the questions we’ll consider at Art for Tomorrow, in a rich program with sessions moderated by New York Times journalists. Underpinning it all will be the central question of how the arts can **unite and heal**.

The plenary sessions will be complemented by exclusive cultural visits to iconic landmarks and some of the city’s best-kept secrets. For example, we’re in talks to organize private tours of the Palazzo Grimani, the workshop restoring Saint Mark’s Basilica, a lace-making atelier on the island of Burano and the Benedetto Marcello Music Conservatory.

Topics highlights:

**Sustainability and the Pitfalls of Beauty**

*Last September, Venice again escaped calls to include it on the list of endangered World Heritage sites. The panel rejecting UNESCO’s recommendation said efforts like banning cruise ships from the lagoon and installing a system of sea walls signaled progress in the battle against flooding and erosion. However, critics argue that these are temporary solutions that don’t do enough to counter the most pervasive threats to the city’s heritage: overtourism as well as rising sea levels caused by climate change. Can anything be done to mitigate the damage? Can Venice be saved?*

**Cultivating Creativity**

*Turning creativity into business is a daunting task, especially for emerging artists and designers with little capital or connections. Three icons of culture and design discuss the challenges that young creative leaders face, and the importance of supporting them as they build networks and infrastructure.*

**Architecture for Good: Can Transformation Be Designed?**

*Architecture is increasingly seen as one means to bring communities closer together, and to address issues like inequality, accessibility and sustainability. Meanwhile, architectural principles can also be used to design solutions to complex societal problems. As the practice of architecture has evolved, so has its most coveted award: the Pritzker Prize, which has been recognizing great architects since*

*1979. In this conversation we'll explore this evolution with the executive director of the prize, along with celebrated architects who've received it. In what ways has the prize impacted their work, and vice versa?*

Other topics to include:

Arts as the Ultimate Mediator

AI and Creativity: Revolution or Disruption?

Identity Crisis: Museums in the Eye of the Storm

Craftsmanship is Dead. Long Live Craftsmanship.

**Confirmed speakers already include:**

- Olga Kefalogianni, Minister of Tourism, Greece
- Manuela Luca-Dazio, Executive Director, Pritzker Prize
- Daniel Birnbaum, Curator
- Thaddeaus Ropac, Gallerist
- Victoria Siddall, Frieze and Gallery Climate Coalition
- Hermann Parzinger, President, Prussian Cultural Heritage Foundation
- William Griswold, Director and President, Cleveland Museum of Art
- Adama Sanneh, CEO Moleskine Foundation
- Alison Cole, Editor-at-Large, Art Newspaper

... and many more to be announced in the coming weeks