

# Basel ArtTech + Blockchain Connect

*Forbes and New Art Academy conference during Art Basel gathers top experts in the art and high-tech sectors*

NEW YORK, NEW YORK (NY), USA, June 11, 2018 /EINPresswire.com/ -- On June 13 in Basel, Switzerland, [Forbes](#) magazine teams up with New York-based [New Art Academy](#), to host Basel ArtTech + Blockchain Connect. One of the event's supporters and partners is London based art consultancy - [The Art Partners](#).



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*Elena Zavelev*

The event brings together art market professionals, artists, collectors, blockchain companies and the crypto community to learn how technology is used in today's art market and how it is shaping the future.

Speakers include: artist Kevin Abosch; Jerome Croisier,

chief art officer at Maecenas; Marco Grossi, director and leader blockchain audit and assurance at Deloitte; Jess Houlgrave, co-founder and COO at Codex Protocol; Roy Huang, co-Founder of FRESCO, Blockchain Art Trust Distribution Network. Forbes senior correspondent, Oliver Smith, will be the moderator.

Art and technology continue to rapidly merge together, encouraged by the growth of the global art market and the disruptions that the blockchain brings to many industries. The art market is not an exception.

"Innovative blockchain-based projects are still in their infancy, but it's clear that they can help build trust and transparency among artists, collectors, investors and institutions," said Elena Zavelev, the founder and CEO of the New Art Academy. "This conference is an opportunity for art world professionals to learn more about uses of groundbreaking technology in the traditional art market."

New Art Academy (<https://www.newartacademy.com/>) is a provider of cutting edge art and technology education worldwide that was founded in 2017 with a simple idea in mind: to make education about art and innovative technology available and accessible to professionals around the world. It hosts regular panel discussions, lectures and conferences on the topics ranging from Art and Blockchain to Artificial Intelligence.

"The art market remains a very conservative, often lacks transparency and resists innovations. There are many misconceptions towards blockchain and cryptocurrency, and the goal of this conference is to bring more clarity to the conversation," said Anastasia Petrovskaya, co-founder of The Art Partners.

The Art Partners is an integrated office for art collectors that offers a wide range of specialized services, from in-depth art market analysis and consultancy to strategic guidance on collection management.

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