

ICEFAT NEWS

NEWSLETTER FROM ICEFAT NO 3 – 2006 HIGHEST STANDARDS IN FINE ART SHIPPING

FROM MUSEUM TO ART TRANSPORT



RENÉE PFISTER ASSOCIATE DIRECTOR, MUSEUMS AND GALLERIES AT GANDER AND WHITE SHIPPING LTD, LONDON, WITH HER TEAM.

One significant change in our industry is the migration of professional staff from Museums and Galleries to the art logistics industry. This transition has helped to boost professional standards within our industry. Renee Pfister recently made the move from the Tate Gallery to Gander and White.

What is your background?

I was educated in Germany and the UK, before embarking on a 17 year career in the museum sector. During this time, I completed my MA in Museum and Gal-

lery Management. I have worked as part of the curatorial team at the British Museum and was involved in realising major projects. Following this I was appointed as Registrar at the Tate Gallery, where I was responsible for managing acquisitions and organising ground-breaking International Programme exhibitions.

What factors contributed to your decision to move from the public to the private sector?

After working for almost two decades in the museum sector and having had the privilege to work on prestige projects with highly motivated professionals and teams on a national and international level, I felt it was time to move on to new challenges. When my current position at Gander and White was advertised, I went

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GREETINGS TO ALL

It seems like forever since we met in Boston at the AAM Annual Convention. I would like to report that the ICEFAT booth was once again very well attended. A meeting place for friends, colleagues and a place to meet new people and to make some new acquaintances. Hats off to Marianne and all the member volunteers who helped to make this meeting such a GREAT success!

ICEFAT CELEBRATES OUR 30TH ANNIVERSARY IN ISTANBUL

And what a celebration it will be ! This anniversary convention will provide a wonderful venue to network with your colleagues and to explore and enjoy the culture of our friends in Turkey. On the agenda this year, ICEFAT will present a guest speaker. Mr. Simon Hornby will discuss new initiatives within the insurance industry that will affect the way business is conducted in our field both now and in the future. You will not want to miss this important discussion.

Registration for this milestone convention is stronger than it has ever been. I am happy to report that attendance this year will most likely see a record number of members participate. If you have not already done so, be sure to send Marianne your completed application.

A reminder... space is limited for the post conference trip to the historically rich, inland province of Cappadocia. If you are planning on extending your stay, please let us know right away. All convention information and applications are posted in the members section of the ICEFAT website.

NEW MEMBERS?

There has been much activity in the membership subcommittee over the last two months as an ever increasing number of companies are applying to become members of our organization. I would like to thank the committee for all their good work, screening the prospective candidates, passing on their recommendations to the Steering Committee and the membership at large. We look forward to welcoming new members and forging new bonds this is what makes ICEFAT the world renowned organization that it is.

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30 YEARS OF CHANGE IN TRANSPORT

In a world where change is constant it's easy to forget how much change has actually occurred in our field of endeavor over the past 30 years. Many things we take for granted today didn't exist 30 years ago.

The liberalization of trade between countries has seen a greater number of airlines operating between nations which has opened up competition, increased capacity and frequency, and reduced prices. Global airfares and freight rates have reduced in real terms by an average of 2.4 percent per annum over the past 20 years.

The formation of the European Community has changed the way business is done in Europe and in the United States the deregulation of airlines and trucking companies has transformed the industry.

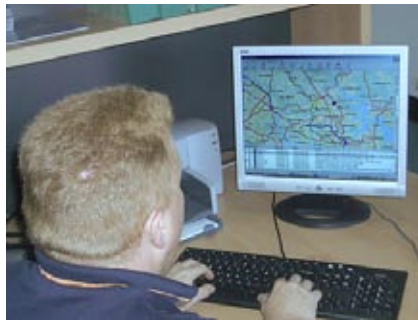
In the airline business, freight and freighter operations are taken seriously and constitute up to 18 percent of airlines revenue and make a significant contribution to profits.

The advent of carbon-fiber composite

materials and high bypass turbo-fan engines is making aircraft lighter, more reliable and able to fly longer distances using less fuel. Studies of circadian rhythm have enabled flight crews to operate for longer hours to enable crew scheduling to keep pace with the longer distances and operating times on ultra-longhaul routes.

Engine reliability has changed so much that now two engine aircraft can operate long distances over water (they used to have to remain within 60 minutes of land) and this has enabled the B777 and similar aircraft to perform tasks once thought unimaginable.

GPS SYSTEM



Computerization has enabled rapid throughput of large volumes of intercontinental freight meeting all the customs and quarantine requirements in keeping

with global growth. The development of GPS systems has enabled aircraft to utilize the best wind conditions for speed.

The development of hub and spoke operations has however reduced point-to-point operations and increased risk by creating more transshipment of freight.

SURFACE TRANSPORT

In surface transport the construction of better road surfaces in the form of auto-bahns and freeways coupled with lighter equipment and the use of air-ride suspensions has provided a much smoother ride as well as less wear and tear on equipment and on the infrastructure we use.

The introduction of sleeper cabs, ABS braking, better tire technologies, driver training and fatigue management has made trucking a safer industry and cellular phones, GPS, Satellite tracking and Satellite communications has ensured that no-one is ever out of reach – business is real-time 24 x 7.

Containerization and palletisation has really changed the way the world does business. We'll come back with another report on the next 30 years of changes in the virtual simulcast of the 2036 edition of the ICEFAT Newsletter.

*Kingsley Munday
International Art Services*

From page 1...

for it, got the job and grabbed the opportunity.

What are the benefits of your Museum background now that you are working in the art logistics industry?

Making the leap from the museum sector into the commercial shipping world allowed me to apply my specialised knowledge and skills in order to fulfil our client's needs. Having worked in museums enables me to bring all sorts of background information to this new position, and allows me to strike a rapport with existing and potential clients. Over the past year I have observed that quite a few people have crossed over from the public to the commercial sector.

What experiences have been useful for you since being at Gander and White?

Going on site with the teams and experiencing firsthand their professionalism, especially in observing the various challenges they face when dealing with different clients has been very useful. A few months ago I went on site with one of our teams. It was certainly an eye opener to realise the differences concerning installing or de-installing an art collection in a private residence compared to the museum environment. As a result, we jointly devised separate site visit specifications and condition reports, which have proved to be very useful.

Is there anything you've learned from your new position that you wish you had

known in your previous job?

Well, yes and no, but speaking on a serious note, structure versus lack of structure. For instance, commercial businesses require more clearly outlined procedures and guidelines in order to make things work smoothly, compared to the often over structured and exceedingly bureaucratic public sector. It is important not to overload your teams with paperwork and too many "procedures".

What do you find most challenging about your new position?

I am excited to help to bring the desired and necessary growth to Gander and White's Museums & Gallery Division, while at the same time maintaining our high standards of service for the museums sector.

30 YEARS WITH ICEFAT

Marianne Honders gives her memories of how it all started.

It was early 1977 when a meeting of six directors of fine art handling companies from Europe and the USA was held to discuss the establishment of a forum where companies, specialized in handling fine art, from all over the world would meet to discuss mutual business issues.

The first conference was held in Amsterdam, in October 1977, where some 80 delegates from 56 companies gathered to meet each other and it was a success! Everybody agreed that this conference should become an annual event: the International Convention of Exhibition and Fine Art Transporters – ICEFAT.

THE ASSOCIATION ICEFAT

Since then, ICEFAT had its annual conventions in many major cities, and sometimes exotic resorts, around the world. In plenary meetings and workshops, business issues were discussed and guest speakers gave lectures on topics such as insurance, marketing, restoration, the use of the internet in daily business (where



would we be without it!), packing, etc.

In the late nineties of the last Century, many of the founding companies expressed their preference to turn ICEFAT into an official, democratic Association. Again in Amsterdam, in the year 2000, the Association ICEFAT was established, with its main purpose to actively promote the highest standards of fine art shipping.

The ICEFAT Newsletter is sent to both clients and Members, and ICEFAT is a successful exhibitor at the AAM MuseumExpo – with a brand-new booth in Chicago in 2007! The sponsoring of Reg-

istrars Receptions in New Orleans, Wolfsburg and Boston has given the recognition of the ICEFAT association a tremendous boost.

GROWING COMMITMENT

Within ICEFAT, the most striking development since 2000 is the growing commitment from our Members to the Organization. Active participation in sub-committees on Membership, Marketing and Finance show that ICEFAT is alive and an important marketing tool in the promotion of their individual companies.

With its current 83 Members in 36 countries around the world, and a growing interest with our respected Clients, ICEFAT has a bright future ahead!



*Marianne Honders,
July 2006*

ICEFAT AND THE WEB

Andi Alameda tells the story of how ICEFAT went into cyberspace.

In 1999, there was a dramatic shift in the operating philosophy of ICEFAT. There was a mandate to provide “added value” to being a member of ICEFAT other than the traditional yearly networking convention. The idea to start a dynamic and useful website was embraced by the Steering Committee and marked a departure from the traditional way ICEFAT had operated and set the stage for moving into the 21 century.

In 2001 it was decided that the website be expanded to offer more services to both members and their clients. I had become a certified systems engineer and had been teaching web classes for a couple of years and was very lucky to be of-

fered the position as Webmaster for ICEFAT. My background in fine art shipping and my current position as Registrar for Loans and Exhibitions at the Autry National Center gives me a unique understanding of the needs of the organization as well as what their clients might be looking for.

5 000 VISITORS

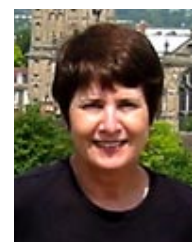
Electronically, ICEFAT now reaches every country in the world. The website offers up-to-date contact information on 83 companies in the fine art shipping industry, a tri-annual newsletter, and the latest feature, “ICEFAQs”, a question and answer forum that allows client and non-client communication with ICEFAT companies on a variety of fine art issues. Currently the monthly average number of visitors to the website is 5000, an increase of almost 1500 visitors per month over last year. These visitors are a combination of member companies and clients.

My job is to keep all of the information on the website current, I also distrib-

ute the newsletter to various museum mailing lists, and I act as the moderator for the ICEFAT ListServe, an internal email address that allows members a way to communicate with other member companies.

ACTIVE WEBSITE

I have seen a huge leap in the understanding by the ICEFAT membership of the advantages of maintaining an active website that constantly offers interesting material and information to both members and the museum field. Without exception, ICEFAT members have become diligent in making sure that their company information is complete and up-to-date. The responses to this years annual website up-date have been the most in-



depth and detailed. It is my pleasure to work with each and every one.

Andi Alameda

ICEFAT NEWS TURN JAPANESE!

The world has changed in many ways over the past 30 years and ICEFAT has done its best to change with it.

The original newsletter format was ICEFAT Screen, a printed magazine – produced two or three times a year – and mailed to each member company. The first issue was printed in April 1979 and mailed to 60 member companies.

At the Madrid convention in 1985 and in the subsequent issue of SCREEN one member company proudly announced the installation of a telefax (!) machine in their head office. At the time we wondered if it would really be any use – a few years later we were wondering how we ever did business before the fax machine – and now our jaws drop in wonder when someone tells us they don't have email!

As ICEFAT has grown so has its newsletter. In 2003 the Screen was replaced with the electronic version – ICEFAT News – available online and in printable PDF versions.

TURNING POINT

This was a turning point for ICEFAT News – there was an intentional change in focus from being a Members only Newsletter to an industry forum providing information and updates on matters having a real impact on the art logistics industry generally.

Circulation was extended to include clients in Museums and Galleries as well as the general membership of ICEFAT. ICEFAT News now reaches over 1,000 reader directly and – we hope – is forwarded to many more.

Now we come to the landmark value of this issue. Whilst English remains the official language of ICEFAT we are try-

ing to meet the requirements of more clients and agents around the world. This issue will be the first to be published simultaneously in English, Spanish and Japanese. Subsequent issues will be published in a variety of languages.

During my early years in this industry I well recall the excitement of receiving the Screen in the post – catching up with news of past and future Conventions, changes in our industry and discussions about standards and practices. I hope in



some way you all enjoy ICEFAT News in its present incarnation!

Kim Powell
Editor
International Art
Services

From the chairman...

BE ACTIVE!

Have you ever considered becoming a member of the Steering Committee? If so, please submit your nomination for consideration at this year's convention. Each year two steering committee members complete their three year term. This year saw the departure of Patrizia Roncadi from the Steering Committee. We thank Patrizia for all her efforts as she was a very active member in the steering committee. Bryan Cooke's second term is ending and he has kindly offered his services for another term with the support of the membership. Nominations are always welcome.

I would like to take this opportunity to wish everyone a safe and joyful summer,



Mark
Starling
ICEFAT –
Chair

NEW MEMBERS

JAPAN



KATOLEC is continuing to expand its transportation business to meet the demands of the times. In 1982, in line with the increase in handling fine arts, they established the Fine Art Transport Branch in Tokyo. In 1993, KATOLEC completed construction of the Warehouse for Fine Arts, thereby strengthening the integrated transportation and storage service framework.

Experienced staff look after every aspect of the transportation of art, including packing, installation, unpacking, display and dismantlement. KATOLEC provide full services for insurance for loss and damage to property and for the intricacies of customs and importing-exporting involved in international freight.

ITALY

Master Fine Art s.r.l. specializes in handling and shipping works of art and artifacts mainly for museums and exhibitions, but also for galleries and dealers, corporate and private collectors and premier auction houses. The company started its activity in 2003, led by Mr. Lapo Sergi, with over ten years of experience in fine art business.

According to an UNESCO statistic around the 30% of the most important works of art in the entire world are located in Florence. For this reason, acting as a fine art company in this city means to be able to work with good technical skills and high quality of the products and services provided.



DELIVERY OF A SCULPTURE IN
SANTISSIMA ANNUNZIATA
SQUARE (FLORENCE) (JUNE
2006)

Crates, cases and climaframes are built in the crating department, the packers are highly trained on fine art works handling and the vehicles are fully equipped to satisfy the highest transport standard.



CONTACT INFORMATION

You can contact the organization or steering committee
P.O Box 94, 2120AB Bennebroek, the Netherlands
Telephone: +31 23 584 9639. Fax: +31 23 584 1236
E-mail: General Information: icefat@igr.nl

ICEFAT NEWS

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