



IAA Europe Conference in Bratislava 22 November 2019

Legal and social statutes of artists in Europe - 30 years after the Velvet Revolution: Focus on the Directive (EU) 2019/790 on Copyright in the digital Single Market

On 22 and 23 November 2019 IAA Europe gathers for its 15th General Assembly in Bratislava/ Slovakia in the Gallery UMEĽKA, the same building where citizens launched the civic movement Public Against Violence in November 1989, part of the so-called “Velvet Revolution” and helping to restore freedom and democracy in Slovakia.

This gathering and accompanying conference takes place upon invitation of the Slovak Union of Visual Arts (SUVA) and will focus on the legal and social statutes of artists in Europe, more specifically on the national implementations of the Directive on Copyright in the Digital Single Market, formally the Directive (EU) 2019/790 of the European Parliament and of the Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC, and its effect on the status and income of visual artists in Europe.

IAA Europe wants to discuss the consequences the EU directive will have for visual artists and artists associations in Europe, be it in EU member states or EFTA/EEA countries. What can we do now to make sure the directive is being implemented in favor of the rights holders/ artists, and more specifically also of visual artists? This get-together is very much about knowledge exchange, which remains very necessary or becomes even more so after the adoption of the strongly discussed directive and with its national implementations ahead in the next years.

Which part, or Article, of the final directive is most important and why? (How) Will it increase the artist economy and strengthen their rights in practice in the best way possible? (How) Can collective agreements serve as a solution to close the “value gap” between tech-giants and artists getting fair remuneration for the use of their artworks?

The political decision process of the directive had a strong focus on the general public, and within the arts mostly on other branches than on the visual arts. So, we want to put IAA Europe members and everybody interested stronger on the track: How can the national implementations of the directive, that are now due, strengthen the position of visual artists? Are there possibly opportunities not everyone is aware of at the moment, which may be worth discussing and sharing? What can artist organizations do to influence and what solutions will be good for the authors / artists?

Four perspectives shall be covered with speakers and participants:

- A summary of the legal implications of the different articles of the copyright directive
- A view on possible networking and knowledge transfer amongst visual artists associations in Europe in the process of the implementations of the directive
- A regional perspective from an EU member state: an exemplary picture on the status quo and hurdles in the implementation
- A regional perspective from the EFTA/EEA countries (an EFTA/EEA country): how is artistic practice affected by the copyright directive in those countries and what consequences are to be expected once the directive is fully in effect?

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Conference organized by [IAA Europe](#), [Slovak Union of Visual Arts](#), [Internationale Gesellschaft der Bildenden Künste \(IGBK\)](#) and [Norske Billedkunstnere \(NBK\)](#)



SLOVENSKÁ VÝTVARNÁ ÚNIA  
SLOVAK UNION OF VISUAL ARTS



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### Program IAA Europe conference 22 November 2019 in Bratislava

- 14.00h Opening by Pavol Král (President of Slovak Union of Visual Artists, Vice President of IAA/AIAP): Introduction to the history of Slovak Union of Visual Arts (SUVA) and to the conference venue: "30 years after the Velvet Revolution"
- 14.20h Introduction to "Black Sheep of Art?", SUVA book publication in 2019 on the legal and social statutes of artists in Europe
- 14.40h Welcome by Andrea Kristek Kozárová (Vice President of IAA Europe): Introduction to IAA Europe's activities in 2019 and introduction to the conference speakers and participants
- 15.00h Input by Katharina Uppenbrink (Secretary General Initiative Urheberrecht): The role of artists associations for knowledge transfer and for communication to the public with regards to the Directive (EU) 2019/790 on Copyright in the digital Single Market
- 15.20h Coffee break
- 16.00h Input by Jana Vozárová (director of LITA – Society of Authors Slovakia): The status quo on copyright in Slovakia and expected hurdles in implementation of the Directive (EU) 2019/790 on Copyright in the digital Single Market
- 16.20h Input by Helge Sønneland (Former Director General in the Norwegian Ministry of Culture and Director General and Special adviser in copyright matters in the Norwegian delegation to the EU in Brussels. Presently adviser to the Norwegian rightholders' organizations in international affairs): Review of the Directive (EU) 2019/790 on Copyright in the digital Single Market from an EEA perspective, with emphasis on Articles 15 and 17 and how rightholders' organizations can contribute constructively to get the best possible implementation in order to safeguard rights and lead to a strengthened artist economy
- 16.40h Coffee break
- 17.00h Moderated podium discussion and fishbowl discussion with participants: open questions and regional inputs. Moderators are Hilde Tørdal and Teemu Mäki (members of the Executive Committee of IAA Europe / National Committees of Norway and Finland)
- 18h Closing words by Andrea Kristek Kozárová and Werner Schaub (President IAA Europe)
- 18.15h Reception in the gallery building

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Conference venue: Gallery UMEĽKA, Slovak Union of Visual Arts, Dostojevského rad 2, Bratislava, Slovakia

The conference is open to the public and free to access. Please register at [office@svu.sk](mailto:office@svu.sk) until 31 October 2019.

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On 23 November 2019 the 15<sup>th</sup> General Assembly of IAA Europe takes place in the same building. The General Assembly is hosted by Slovak Union of Visual Arts and organized in cooperation with IGBK Germany.



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### The IAA Europe

The International Association of Art (IAA) Europe is a network of about 40 national member organizations within Europe (National Committees), representing professional visual artists.

IAA Europe is one of the five cultural regions (Africa, Arab States, Asia and the Pacific, Latin America and the Caribbean, Europe) of the [International Association of Art \(IAA/AIAP\)](#), the largest international non-governmental association of visual artists, with more than 100 member organizations worldwide. The IAA supports international cooperation and artistic exchange, free from any aesthetic, political or other bias and aims to improve the economic and social position of artists on national and international level.

The Executive Committee of IAA Europe consists of Werner Schaub (President) - NC of Germany - [Internationale Gesellschaft der Bildenden Künste \(IGBK\)](#) / Andrea Křístek Kozárová (Vice-President) - NC of Slovakia - [Slovenská Výtvarná Únia](#) / Anders Werdelin (Treasurer) - NC of Denmark - [Billedkunstneres Forbund \(BKF\)](#) / Teemu Mäki - NC of Finland - [Suomen Taiteilijaseura](#) / Maria Moroz - NC of Poland - [Związek Polskich Artystów Plastyków](#) / Stelios Panagiotopoulos - NC of Greece - [Chamber of Fine Arts of Greece](#) / Pontus Raud - NC of Sweden – [Konstnärernas Riksorganisation KRO](#) / Hilde Tørdal - NC of Norway - [Norske Billedkunstnere](#) / Edita Utariene - NC of Lithuania - [Lietuvos Dailininkų Sąjunga](#)

<https://www.iaa-europe.eu/> - [info@iaa-europe.eu](mailto:info@iaa-europe.eu)

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### **IAA Europe General Assemblies and conferences since 2010**

IAA Europe has gathered for General Assemblies annually in the last ten years in different cities in Europe, always combined with theme-based conferences or workshops on artistic exchange and international cooperation, aiming to improve the economic and social position of artists on national and international level, such as:

2018 “Exhibition Remuneration Rights in Europe 2018”, conference in Brussels (Belgium) in cooperation with European Visual Artists and VG Bild Kunst, under the patronage of Sabine Verheyen (MEP), Member of the European Parliament’s Committee on Culture and Education

2017 “Get Together - Ireland’s National Day for Visual Artists – Theme: The Freedom to Work”, conference in Dublin (Ireland) in cooperation with Visual Artists Ireland

2016 “Social Security and Mobility of Visual Artists in Europe”, workshop in Berlin (Germany) in cooperation with Internationale Gesellschaft der Bildenden Künste (IGBK)

2015 “Status of the Artist – How to survive with art”, conference in Pilsen (Czech Republic) in cooperation with IAA World, Slovak Union of Visual Arts and Biennial of Drawing Pilsen

2014 “The State of Fine Art – New perspectives on artistic copyright”, conference in Brussels (Belgium) in cooperation with European Visual Arts, VG Bild Kunst, IGBK, UNI Europa – Media, Entertainment & Arts (EURO-MEI), under the patronage of Helga Trüpel (MEP), Member of the European Parliament’s Committee on Culture and Education

2013 “Free Art in Free Europe?”, conference in Oslo (Norway) in cooperation with Norske Billedkunstnere (NBK)

2012 “Art in the Service of Freedom”, conference in Istanbul (Turkey) in cooperation with UPSD - The Turkish International Plastic Arts Association (Uluslararası Plastik Sanatlar Derneği)

2011 “a.RTISTS IN TRANSIT”, symposium in Berlin (Germany) in cooperation with the Berlin Weißensee School of Art, IGBK, the Institute for Foreign Cultural Relations (ifa), Stuttgart/Berlin and ON-AiR/Trans Artists, Amsterdam

2010 “Art after Crisis”, conference in Bratislava (Slovak Republic) in cooperation with Slovak Union of Visual Artists (SUVA)

*View reports on the conferences on the [IAA Europe Website/General Assemblies](#)*

For a further insight into IAA Europe’s activities please contact IAA Europe at [info@iaa-europe.eu](mailto:info@iaa-europe.eu), 0049-30-2345 7666.