

Kal Boardman Transcript
By Estevan R. and Evan B.
Interviewed by Andrea Polli

KB: My name is Kal Boardman and I am a professor of finance at the David Eccles school of Business at the University of Utah. I also hold the Bill Daniels Chair in business ethics. And I love the art and the art community and have been involved in a variety of ways for many many years.

AP: How did you get involved in being apart of this public art committee?

KB: I think I was involved in the public art committee because I got lucky. I knew most of the people who were going to be on the committee, contemporary art is a love of mine. It was also an opportunity to see the art that might have been proposed, ultimately yours, that would integrate with some of the exhibitions that we are still planning for the new building. And those exhibitions will be exhibitions that will reflect the lives and the experiences of business leaders that have Utah roots. And ultimately those will be a part of the building as well as the art that is going to be constructed as a part of this project. So they thought it would be helpful if I would serve on the committee.

AP: I think that some people might think that business and contemporary art do not really jive very well or connect very well, what is it that you see as the connection?

KB: Well I think there is a huge connection business and comers and art of all types perhaps particularly contemporary art. Because they are both a result of the humanity of whom we all are. Business is created to meet the needs of humans. Business is created by humans for humans to sell to humans to buy from humans. Art is a reflection of the basic humanity of mankind and it's a natural I think, to have business and art to be joined together in this partnership of reflection if you will of humanity.

AP: Your wonderful, you must have a lot of experience doing this.

KB: I have been interviewed a few times, thank you.

AP: So we have been working with the Dow, Ne Ki, Hang Sang and the German market to kind of get a continuous 24 hours a day market data. And we have been working with mostly bolometric data and a little bit with the vix which we are only getting a little bit like once a day. How do people in this area, use the market?

KB: There are a wild variety of markets. There are financial markets that reflect the financial prices of securities; there are the product markets that provide the services that you and I consume. There are the labor markets that hire the people that are out there. Ultimately markets are really in my opinion a venue for clearing those products and services and those ideas of those who produce those ideas and products and those who consume those ideas and products. Not unlike art of course, because art is created for that same reason-for the producer of the art and the consumer of the art. So I think it is a natural actually to have markets and art to be brought together in this project.

Another interesting thing about markets and particularly financial markets is that this is a unique environment where the index of a market, which ever you might choose, is both an indicator of what might happen in the future. In the sense people might expect things to happen and those expectations are reflected in the market

price of a security be it a stock or a bond or currency and those are ultimately reflected in the index. But also the market is a reflection of the past at the same time. Because what happens is whenever something happens that is not expected particularly and market shifts and then in sense market is shifting in reflection of what happened yesterday or what happened ten seconds ago and it is also a reflection of what people think will happen ten seconds from now or two days from now or two years or twenty years from now, so it is a very interesting process. And markets are also probably one of the most international of venues because the market place can be hosts to participants all over the world almost at any time. And particularly given the technology of today, at any second of the day-it is quite a remarkable venue.

AP: And so when you talk about shifts what do you mean exactly? Are you talking about if there is a great increase or decrease or are you talking about if there are greater volatility and change or are those all what you would define as shifts?

KB: Now let me make sure before I answer this, the shifts you mean is the change in the index?

AP: Well you mentioned that but that is what I'm asking. When people see shifts they respond and those shifts are caused by a certain response and I am wondering not to get super technical, but I need to get super technical to visualize it. What exactly do you mean by a shift? What are you looking for in changes? Are they looking for large percentage changes up or down? Or are they looking for overall volatility changes?

KB: Yes

AP: Both

KB: The fabulous thing about the choice of markets being reflected in this piece of art is that it is probably the most contemporary indicators of business activity because it happens simultaneously and instantaneously. And certainly this is a contemporary art piece and how more contemporary can you get in trying to reflect what might be happening in a certain market. The interesting thing about that is that at the same time you are looking at say one number, be it the Dow Jones, the Ni Kai or the SNP-500 it doesn't matter, your looking at a single number and yet what is behind that single number is so incredibly complex and so interrelated to the real economics activity that is going on currently and a reflection of what happened in the past and what could happen in the future. But it is also a guess to-so back to this notion that it can be a predictor of what might happen in the future. It is incredible complex in the sense that the market, this index is reflective of individual companies that are apart, if we take stock market for example, of the index and an individual company depending upon which it is and how large it is, may have something happen in it's own walls that is substantial enough to impact the market. Now generally that only happens for a very large company and a very large announcement of what happened with that company but it is possible that a single company might have an impact on the market. And the reason it is is not because that company is so important but because that company is an indicator of what might happen to many other companies and so it is a process that is very micro. In the sense that is not only one company but it is a complication of all individual companies-you can't have a market without having the individuals. 45:45