

# **The contemporary art market in perspective**

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A. Thursday 20 October - Lecture at 18:00 at Palácio do Correio Velho  
1 hour, following 30min of debate

## ***The art market in the west: history and current perspectives***

My lecture will explore the long term development of the market for visual arts since the Renaissance until the present, with a focus on the processes of the globalization and commercialization of the art trade, and the consequences it might have for the way how we experience and enjoy art.

B. Friday 21 October – Workshop at Universidade Nova de Lisboa  
10h00 to 13h00 / 14h30 to 17h30 (6 hours)

## ***From Paris to Hong Kong: the expansion of the art market in the global digital age***

Museums, auction houses and art connoisseurs have long served as critical intermediaries in the making of the art world. These traditional gatekeepers have privileged high barriers of entry in art consumption. With the advent of the internet and social media, there is promise of a revolutionary change, allowing for unprecedented democratic participation in the constructing of art experience and knowledge by the public. Furthermore, the rise of emerging economies such as China and India serves as another powerful driver of globalization with new art buyers and consumers coming to the art scene. This has opened up new possibilities in cultural consumption and production, influencing how art is discussed and traded online and offline. This workshop thereby focuses on these two phenomena- the internet and emerging markets, and how they serve as a game changers in the art world. We will explore relevant themes such as art expertise, quality, commodification and commercialism of art quality, digitization, and globalization.

### **Session 1: Emerging art markets**

#### *Topics:*

- a. The dragon unleashed: the rise of the Chinese art market
  - Explaining the birth of an Asian power house
  - The Chinese model and the role government
  - A tale of three cities: Beijing, Shanghai and Hong Kong
- b. Painting in saffron and green: the Indianess of Indian art
  - Overcoming the lack of art market infrastructure, and the creation of new outlets

- Defining Indian art
- Educating the middle classes, and the appeal of new outlets (India Art Fair)

## **Session 2: Death of the art connoisseur and rise of the digital amateur**

### *Topics:*

- Traditional art gatekeepers: shift in roles, past to the global present
- Barriers of entry: the makings of an expert, challenged by low barriers of entry in social media
- Established western priesthoods: today's blasphemy in art processes
- Dumbing down of the art museum? Smart phones and wisdom of the art crowds
- Information brokers: clashes between art historians and worldwide Wikipedia contributors on the constructing of art and artist positions

## **Session 3: Art without borders: the globalization of the contemporary art market**

### *Topics:*

- The global art market system: fairs and biennales
- Degrees of globalization: local embeddedness vs global art worlds
- International and transnational artistic exchanges
- Digitization of the art market
- The impossibility of global art
- Has the art world become more democratic?