ABSTRACT
Creativity is a process which is inborn in all the humans; however, entrepreneurial intelligence is what triggers its spirit. When combined, creativity and entrepreneurial intervention brings forth the idea of visual art business. This business is the engine which pumps the life of an artist in the art world. This dissertation is a proof in finding a common ground between visual art and entrepreneurial marketing; it offers a discussion based on classical and contemporary evidence from the world of art in Pakistan and abroad, on how artists creatively combine artistic and business expertise in promoting their work, therefore justifying the idea of formulizing art marketing strategies. However, in today’s time there is more a debate on art for art’s sake versus art for business sake when constructing visual art marketing theories. Keeping in mind the current factors/strategies Pakistani artists are implementing to market their work, I am questioning and understanding how visual art practitioners creatively foster their artistic and business expertise in building visual art marketing models culturally and economically.
I have used two methods of research for this proposed document which include online survey [qualitative and quantitative data analysis] and interviews [online and face-to-face]. The secondary sources have also been collected from archives, interviews, journals, publications, books, newspaper/magazine, online Reutter database, and scholarly papers. The main idea behind the research is to look at the art market situation from every tangent with respect to art marketing and come to a common understanding between the parties who make art and those who support art in locating the issues and proposing a solution to obtain results which will benefit the Pakistani art market.