Abstract
In my dissertation, I have attempted to highlight the main factors, influencing the pricing of an artwork. There are various factors involved, such as the artist’s work, his or her recognition or fame and also the economic conditions. The topic has been examined, both from the era of the old Masters/established artists and from the point of view of new comers/budding artists. Apart from the above main factors, there are also several allied points that have been taken into consideration. Further, artwork and its collection is basically the passion of a minuscule segment of society. This is very true of the Pakistani scene. The majority of the people cannot even dream of such luxuries. The prevailing economic conditions do not allow it. Hence, the buying and selling of artwork practically stops, if the law and order situation becomes bad, and the market for artwork becomes depressed. One is more concerned for personal safety and security. On the other hand, if normal conditions prevail within the country artwork prices tend to rise as people have a tendency to buy works of art for investment purposes too. Interestingly, people get a chance to make good profits. Thus, it is seen that a variety of factors influence and set the pricing mechanism in the art market. My dissertation attempts to equip the new emerging artists to learn the basic tools of artwork pricing, which may ultimately ensure his or her survival.