Abstract

In this dissertation I am going to question what role does the art market play in influencing the production of the work created by an artist?
In order to do so it is paramount to first have an in depth understanding of how the art market operates and the external factors that affect it. How the art market has developed over the years is also taken into view to further understand the importance of the art market on the artist and the art work.
We then go towards the understanding of how the value of an art piece is determined through the role of critics, art collectors and art galleries. Understanding what motivates the buyers and how it effects the sellers, this has been taken into view as well in order to provide an in depth analysis on the art market.
Also the role of an artist, who uses his talents, skills and creativity to make an art work is evaluated to understand the motivation behind their decision to sell the work. What effects the artist most and how they see the art market in the progression of their career will further be discussed to understand why the artists is willing to sell some but not all of the work they produce.
Furthermore we shall see how the art world and the art market have a direct influence on society and what role it plays in the artists thinking process.