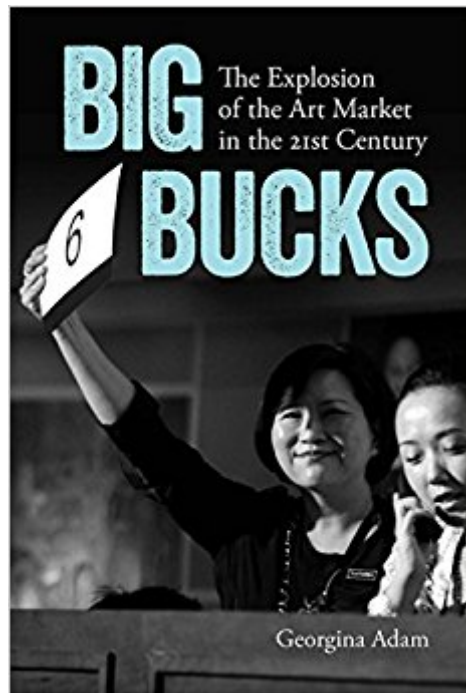


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Big Bucks: The Explosion Of The Art Market In The 21st Century



Synopsis

This highly readable and timely book explores the transformation of the modern and contemporary art market in the 21st century from a niche trade to a globalised operation worth an estimated \$50 billion a year. Drawing on her personal experience, the author describes in fascinating detail the contributions made by a range of actors and institutions to these recent developments. The author's engaging style makes this informative text ideal for collectors, students, and anyone interested in learning more about the evolution of the unprecedented market for art which exists today.

Book Information

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Customer Reviews

I really enjoyed this book with its numerous anecdotes about the various aspects of the industry. How money plays such a role in this market, and the interweaving agendas, add a layer of reality to what is otherwise, a fairly opaque industry. For anyone trying to earn a living in the arts, this is a must read, though the reader may find the games played in the industry to be quite depressing. It's a page-turner, and I completed the whole book on a round trip overseas flight, eager to read the next inside scoop of juicy details on the high end part of the market. Georgina Adams has done a lot of research and interviews for this book, and has obviously attended a lot of functions and fairs, all of which lifts this insider guide above the sea of dry and dissertation-like analytical studies about the art market. Bravo for pulling the curtain back to reveal the manipulations and machinations in the industry. Artists...beware! There are lions, tigers and bears out there.

interesting read, but if you have also read "the 12 million stuffed shark" you would be less

impressive. similar structure and stories.

A riveting book. Fabulously written. Thoroughly researched. I have worked at Sotheby's, the Smithsonian, and in contemporary art galleries - so I know something of how the art world works. But it's been a while since I was an insider and this was like an exciting 'welcome home.' Buying and selling is about theatre and personality, but it is also about shockingly big bucks. A flick of a paddle can be a status symbol, an investment, or an expensive mistake. Enjoy.

Great book, easy read, fast paced and eye opening account of the contemporary art market. Informative, names names and the title hits the nail on the head. Worth reading.

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