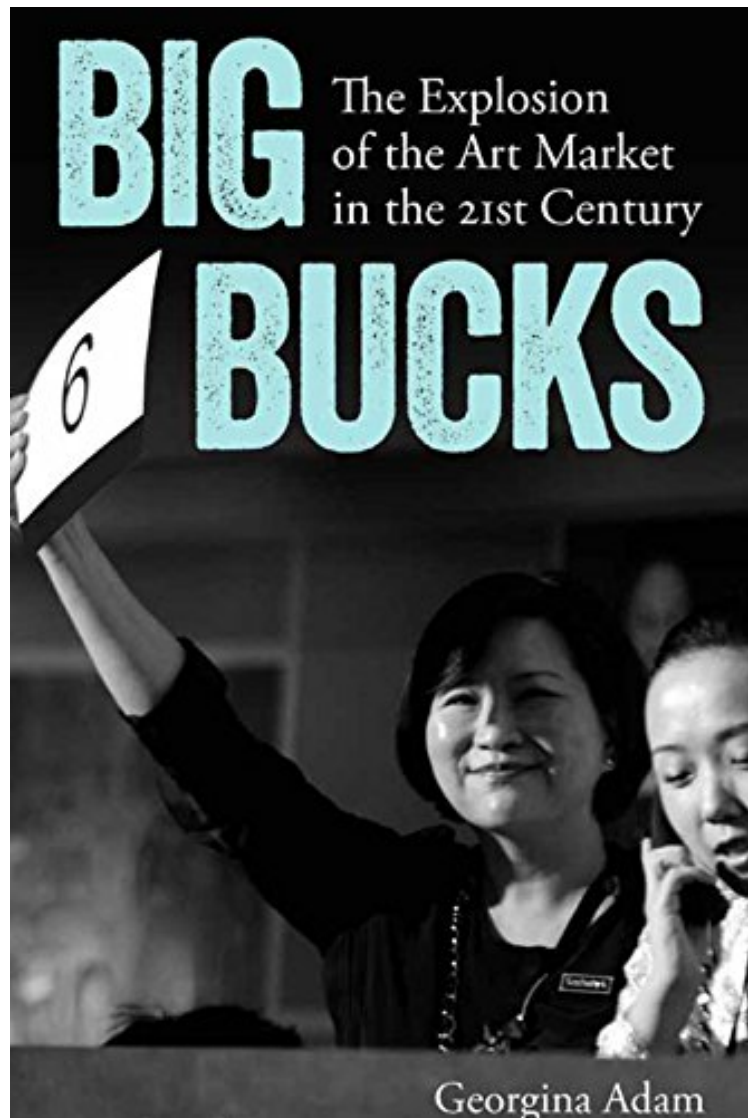


(Download) Big Bucks: The Explosion of the Art Market in the 21st Century

Big Bucks: The Explosion of the Art Market in the 21st Century

Georgina Adam

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Georgina Adam : Big Bucks: The Explosion of the Art Market in the 21st Century before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Bucks: The Explosion of the Art Market in the 21st Century:

6 of 6 people found the following review helpful. Well researched, thoughtfully conveyed, and with just enough spice to make this real page-turner. By G. T. Grubb 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.8 of 9 people found the following review helpful. interesting readBy Yuinteresting read, but if you have also read "the 12 million stuffed shark" you would be less impressive. similar structure and stories.2 of 3 people found the following review helpful. But its been a while since I was an insider and this was like an exciting 'welcome homeBy Abby TurnerA 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 its 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.

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.

'Georgina Adam expertly unpicks the oblique machinations of the art market with a deft hand and a clear voice to reveal an intoxicating world of glamour, greed and fine art.' Will Gompertz, BBC Arts EditorAbout the AuthorGeorgina Adam is a journalist who has covered the global art market for the last 30 years. She writes a weekly column for the Financial Times and a fortnightly one for BBC WorldWide, as well as contributing to The Art Newspaper, where formerly she was Art Market Editor. She also lectures at Sotheby's Institute of Art and Christie's Education and participates in panels at art fairs in the UK and abroad.