



Our intent is to map the system of contemporary art in last two years in order to understand which are the effective relations between the actors and then who, between them, influences most the valorization of an art work or an artist.

Instead, it seems that the production and the valorization of the artistic work are determined only by the market logics.

Our objective is to demonstrate this conviction and then to modify the system so that the value of the art work can be determined by factors more properly belonged to the artistic sphere, not to the economic one.

# Contemporary Art

## Valorization mechanisms

### HYPOTHESIS

**IN THE SYSTEM OF CONTEMPORARY ART SOME ACTORS MORE THEN OTHERS INFLUENCE THE VALUE OF A WORK OR OF AN ARTIST.**

### FRAMING

**ON INTEND TO CONSIDER AS SPACE OF THE SYSTEM ITALY, CONSIDERING ALSO FLUXUS COMING FROM FOREIGN, AND AS TIME LIMITS THE TWO-YEARS 2006/2007.**

### GRAIN/SCALE

**AS ACTORS WE WILL CONSIDER ARTISTS, CRITICS, MUSEUMS, FOUNDATIONS, GALLERIES, AUCTION HOUSES, MERCHANTS, FINANCIATORS, COLLECTORS MORE WELL-KNOWN AND INFLUENT IN ITALY, MEDIA THAT TALK ABOUT AND PUBLIC.**

### N° OF ELEMENTS

The system is composed of a big number of elements: artists, critics, museums, foundations, galleries, auction houses, merchants, financiers, collectors, etc.

### DYNAMICAL INTERACTION

The elements of the system interact between themselves in a dynamic way, exchanging materials, art works, money, informations, etc.

### RICHNESS OF INTERACTION

The system is not determined by the exact number of the interactions between the elements, but only some of them are meaningful in order to establish the value of a work.

### NON-LINEARITY

The interactions of the system are not linear because there are a lot of factors that influence if a work or an artist has success or not.

### SHORT VS. WIDE INTERACTIONS

The interactions between the elements of the system have a short range because first of all each actor acts at a local level in own sphere of space and action.

### RECURRENCY

The system has a feedback that increase or decrease the value of a work on the grounds of the interest caused voluntarily or involuntarily.

### OPENNESS

This is an open system because it interacts, influences and is influenced by other ambits as the economic one, the social, the cultural, the political, etc.

### FLAWS & EQUILIBRIUM

The system works far from the conditions of equilibrium because same particular events (as the death of an artist or the particular success of one of his works) can modify the value of all his production, both past and future.

### HISTORY

The system has a sense only if referred to his history: the actions are determined by the cultural, social, political and artistic contest of the past.

### PATTERNS OF INTERACTION

Each element of the system does not know the whole system because it acts into contact with the nearest elements.