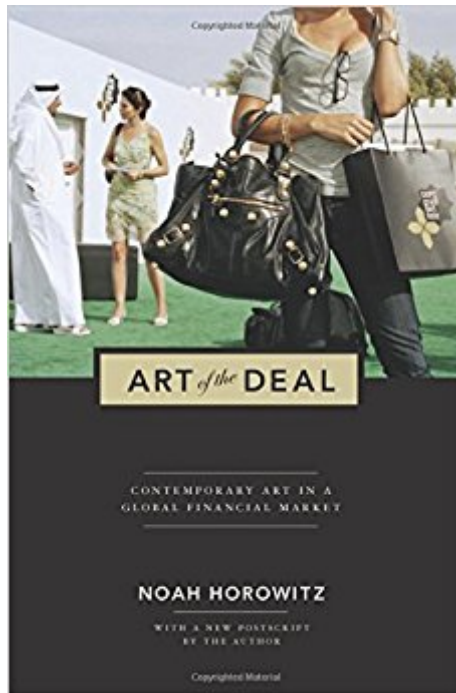


The book was found

Art Of The Deal: Contemporary Art In A Global Financial Market



Synopsis

Art today is defined by its relationship to money as never before. Prices have been driven to unprecedented heights, conventional boundaries within the art world have collapsed, and artists think ever more strategically about how to advance their careers. Art is no longer simply made, but packaged, sold, and branded. In *Art of the Deal*, Noah Horowitz exposes the inner workings of the contemporary art market, explaining how this unique economy came to be, how it works, and where it's headed. In a new postscript, Horowitz reflects on the evolution of the trade since the book's original release in 2011, shining light on the market's continued ascent as well as its most urgent challenges.

Book Information

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Customer Reviews

This is not a book as much as it is an incomplete academic research paper. First of all the "book" has only 3 chapters, Video Art, Experimental Art and Investment Funds. More than 1/3 of the entire text (pages 215-361) is simply reference material (i.e. appendix, citations, bibliography etc.) This book reads like an academic paper and is not very useful or interesting. For a much better read on the insights into Contemporary Art Market I would suggest the *The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art* by Don Thomson. *The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art*

Art of the Deal is an inspiring excavation of the many building blocks of the art market, weaving a succinct walkthrough of art historical insights with clever perspectives on contemporary practice. I

finished the book astonished that something similar had not been written long ago--after all we live in a world where understanding market behaviour is no longer desirable but a must! Although the book cannot be said to be easy reading to the layman reader, testing our understanding of both cutting-edge art historical theories and complex financial factors, it is nonetheless a highly enjoyable read. I especially found myself amused when reading the chapter on experiential art: Indeed, how does one price an art work consisting of the artist cooking a meal and leaving the messy kitchen behind!? Having read Noah Horowitz' book, I can now say that I better understand the Art of the Deal!

An accessible, informative and highly enjoyable read. It's a great look at the contemporary art market with enough story-telling and background that I felt like an insider by the end, despite being just a casual art observer. I received as a gift and it's been a hit for everyone I've done the same for.

As someone from outside the industry I found Horowitz's book a very insightful and well researched piece. The discussion of the evolution of video and experimental art and how that related to the changing dynamic of the art buyer's market was excellent. A must-read for industry insiders.

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