

Arts Entrepreneurship and the International Career of Contemporary Emerging Artists: Multiple Case Studies from São Paulo, Brazil.

MARIANA LORCA

ESCOLA SUPERIOR DE PROPAGANDA E MARKETING (ESPM)

ILAN AVRICHIR

ESCOLA SUPERIOR DE PROPAGANDA E MARKETING (ESPM)

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Introdução

This article analyzes how a generation of emerging Brazilian artists, from São Paulo, Brazil, entered the international market. The study explored the concept of Arts Entrepreneurship (AE), conducted by a literature review to understand how the precepts of entrepreneurship have been applied in the universe of Art and related to the internationalization of artists. The methodology is based on multiple case studies. The result shows that AE allied to the concept of Human Capital and to a new context of the Contemporary Art Market boosted the internationalization of emerging contemporary artists

Problema de Pesquisa e Objetivo

The contemporary art market has reached significant prominence in the world economy. However, still seems to be a hierarchy of countries and respective featured artists represented in international galleries. On the one hand, there is a polysemic speech that the art market has become globalized and values the presence of artists from EE, and, on the other hand, evidence that this participation is still small. How do contemporary, emerging visual artists access the international market? This study aims to analyze how contemporary artists from EE manage to access the international art market.

Fundamentação Teórica

The study explored the concept of AE, conducted by a literature review to understand if, and how, the precepts of entrepreneurship have been applied in the field of art, and related to the internationalization of artists from EE, like Brazil. The study explores AE since that: "[...] entrepreneurship is the likely intervention to overcome the common challenges and historical barriers to the production, distribution, exhibition, and preservation of art [...]"; it is the theory that rationalizes the process and the way entrepreneurship occurs within the arts and creative industries (White, 2015)

Metodologia

As a method, the study adopts two distinct steps: A systematic literature review of AE following the method proposed by Gaur and Kumar (2018) (including the data Collection; coding, analysis, and interpretation) and A multiple cases study - inter-cases and intra-case analysis. The literature review aims to identify and relate components and constructs in AE research, which will structure the analysis categories to support the multiple case studies with ten contemporary artists - in-depth interviews, as well as a vast search of secondary sources, and the development of a biographical database

Análise dos Resultados

The result shows that AE allied to the concept of Human Capital and to a very new context of the Contemporary Art Market boosted the internationalization of emerging contemporary artists at the turn of the millennium. Evidence that the trajectories of this generation of ten artists, towards international recognition - represented by the scope of exhibitions, and the visibility of these artists, internationally - are related and can be explained by three axes or dimensions: Human Capital, AE, and the Favorable Context of the Contemporary Art System - represented by a by a conceptual framework.

Conclusão

AE allied to the concept of Human Capital and to a very new context of the Contemporary Art Market boosted the internationalization of emerging contemporary artists at the turn of the millennium.

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