

**Art Market and the Diffusion of Art Heritage**

Code: 100555  
ECTS Credits: 6

Degree	Type	Year	Semester
2500239 Art History	OT	3	0
2500239 Art History	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

### Teachers

Valentín Roma Serrano

### Prerequisites

No prerequisites are required

### Objectives and Contextualisation

Introduction to the ecosystem of the art market: galleries and collecting, cultural institutions and policies, the cultural press and art criticism. Special attention to the case of Barcelona

### Competences

- Art History
- Demonstrating they have basic knowledge of museology and museography, as well as the current problems about conservation and restoration of artistic heritage.
- Designing, producing and spreading management projects of artistic heritage.
- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Producing innovative and competitive proposals in research and professional activity.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.

- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

## Learning Outcomes

1. Analysing ideas about an artistic phenomenon in a given cultural context.
2. Analysing the creators of an artistic phenomenon in a specific cultural context.
3. Analysing the recipients of an artistic phenomenon in a specific cultural context.
4. Applying the arrangements and international, state and autonomic principles related to the management of the artistic heritage.
5. Applying the iconographic knowledge to the reading of artistic imagery.
6. Autonomously searching, selecting and processing information both from structured sources (databases, bibliographies, specialized magazines) and from across the network.
7. Communicating orally an artistic imagery using the appropriate terminology.
8. Contrasting the various legal frameworks of the artistic heritage.
9. Contrasting the various legal frameworks that can be applied to a practical case of management, documentation and conservation of the artistic heritage.
10. Coordinating working teams, developing conflict resolution and decision making abilities.
11. Designing a museographic programme.
12. Designing, producing, disseminating and commercializing a cultural product.
13. Drawing up reports of artistic specialisation.
14. Drawing up restoration reports of the architectonic and artistic heritage.
15. Efficiently presenting knowledge in oral and written form.
16. Encouraging creativity and fomenting innovative ideas.
17. Engaging in debates about historical facts respecting the other participants' opinions.
18. Explaining the specific notions of the History of Art.
19. Identifying the main and secondary ideas and expressing them with linguistic correctness.
20. Producing a project of management and conservation of the artistic imagery.
21. Producing catalogue sheets and inventory of the architectonic or artistic heritage.
22. Using the acquired knowledge in the elaboration of files, reports and rulings related to the conservation, documentation, and dissemination of the artistic heritage (cataloguing, inventory, restoration reports, artistic specialisation).

## Content

Ecosystem of the arts: institution, market and media.

THE ART GALLERY: The crisis of the Academy and the origins of the art market: the Salons, the galleries and the birth of modern art. The great French dealers.

The ART MARKET IN BARCELONA: The export of the Paris model and the birth of the galleries in Barcelona.

Formation and origins of the Barcelona art market (1877-1936): Sala Parés, Santiago Segura and Josep Dalmau. Development of the contemporary art market (1939-1970): The postwar period, the art of black market and the recovery of activity in Barcelona: the Layetanas. Towards a new gallery model: Sala Gaspar and René Metras. The market boom (1970-2000). The 70s and alternative rooms. Eude, Ciento, Salvador Riera, Joan Prats. The 80s and the speculative spiral. New galleries nuclei. The last decades: a new generation of dealers.

THE ARTISTIC INSTITUTION: Museums, art centers and cultural infrastructure. The first museums of contemporary art. From the Kunstmuseum to the Kunsthalle.

BARCELONA ARTISTIC CENTERS: Cultural cartography of the city and historical evolution. General and artist museums. Centers of art and culture. Private foundations The impact of the policies of the Administration of promotion of contemporary art. Fairs and auctions.

THE DIFFUSION OF ART: criticism and cultural press. The mediators: critics, curators and directors of centers.

THE CULTURAL PRESS IN SPAIN. Analysis of the media.

## Methodology

The teacher will teach the general contents of the syllabus with the support of visual and textual material. The student will perform a series of practices as a complement to class work.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes	37	1.48	2, 3, 1, 5, 4, 6, 7, 9, 8, 12, 21, 16, 18, 19, 13, 14, 22
Type: Supervised			
COLLECTIVE WRITTEN WORK ON AN ART CENTER / MUSEUM	36.25	1.45	2, 3, 1, 6, 7, 12, 16, 18, 19, 17, 15
COLLECTIVE WRITTEN WORK ON AN ART CENTER / MUSEUM	36.25	1.45	
TUTORIES	2.75	0.11	2, 3, 5, 4, 6, 7, 9, 11, 12, 16, 18, 19, 15
WRITTEN WORK ON A SPECIALIZED JOURNAL	36.25	1.45	3, 6, 12, 19

## Assessment

- Analysis of "Arts Libris." Individual practice 10%
- Analysis of a written medium specialized in art. Individual practice 10%
- Analysis of a museum or art center. Collective practice Written work and exhibition in class. 30%
- 50% Exam

Observations:

The passing of the exam and the realisation of all exercises will be necessary to pass the subject. No deliveries will be accepted outside the agreed deadlines. The minimum grade to average is 4 in each test, as long as the final grade is 5.

REVIEW: at the moment of realisation of each activity evaluative, the teacher will inform the students of the procedure and date of review of the qualifications

RECOVERY: those students who do not pass any of the tests with a grade lower than 4 or do not deliver in due time will only have to recover the part not approved or not presented

PLAGIARISM AND IRREGULARITIES: in the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

VIRTUAL TEACHING: In the event that the tests and the course cannot be taken onsite, they will be adapted to an online format made available through the UAB's virtual tools (original weighting will be maintained).

Homework, activities and class participation will be carried out through forums, wikis and/or discussion on Teams, etc. Lecturers will ensure that students are able to access these virtual tools, or will offer them feasible alternatives.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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## Bibliography

- JUAN ANTONIO RAMÍREZ, *Ecosistema y explosión de las artes*, Anagrama, Barcelona, 1994
- RAYMONDE MOULIN, *L'artiste l'institution et le marché*, Flammarion, Paris, 1992
- RAYMONDE MOULIN, *El mercado del arte. Mundialización y nuevas tecnologías*, La Marca Editora
- JAUME VIDAL OLIVERAS, *Galerisme a Barcelona 1877-2012. Descubrir, defensar, difondre l'art*. Ajuntament de Barcelona/Art Barcelona, 2012 (Hay también versión castellana/inglesa)