## CONTENTS

ACKNOWLEDGEMENTS	
FOREWORD9	
THE 'ISM' OF THE 21 <sup>ST</sup> CENTURY AND ITS FOLLOWERS	
THE NEWEST RICHES	
AN UNBRIDLED PASSION FOR ART2	27
COLLECTOR OR BUYER?	
THE STRUCTURE OF THE ART MARKET. NEW ACCENTS	
AT THE FOUR PILLARS44	
THE ART FAIR CENTURY47	
FAIRS AND BIENNIALS: DANGEROUS CONNECTIONS	
AUCTION WARS72	
ONLINE AND CONFUSED79	
IN THE WAKE OF GLOBALIZATION 83	
THE BUSINESS OF VISUALS91	
ART AND MONEY	
ENEMIES FOREVER	
NUANCES OF PRICE FORMATION	
THE CHECK: A WORK OF ART OR A FINANCIAL DOCUMENT?	13
ARTISTS' NEW CURRENCY	
ART OUT OF BILLS	
THE ARTIST AND THE MARKET: TOGETHER OR SEPARATE	
ARTISTS AGAINST MODERNIST MYTHS	₹1
ELAINE STURTEVANT: AN ARTIST WITHOUT WORK	
BARBARA KRUGER ON GREATNESS	J
THE BRILLO BOX EFFECT	
IN UNISON WITH THE MARKET	
JEFF KOONS' OBJECT SCULPTURES	
PRELIMINARY RESULTS: THE POP LIFE EXHIBIT	57
THE NEW ROLES OF ARTISTS	, ,
YBA: THE BRITISH MARKET	
THE POLICY OF SUCCESS	
SENSATION AND COMMERCIALIZATION	
HIRST'S REVOLUTION	
THEST S REVOLUTION 103	
MARKET MODELS FOR ARTISTS	
INNOVATORS VS. CONSERVATIVES	
THE ART OF BUSINESS 193	
THE BRAZILIAN MODEL: GALLERY A GENTIL CARIOCA	1
THE NORWEGIAN ROUTE: TIDENS KRAV	

A MADE-UP MARKET: THE MAS	SKS OF REENA SPAULINGS	213
AFTERWORD	223	
ABOUT THE AUTHOR	227	