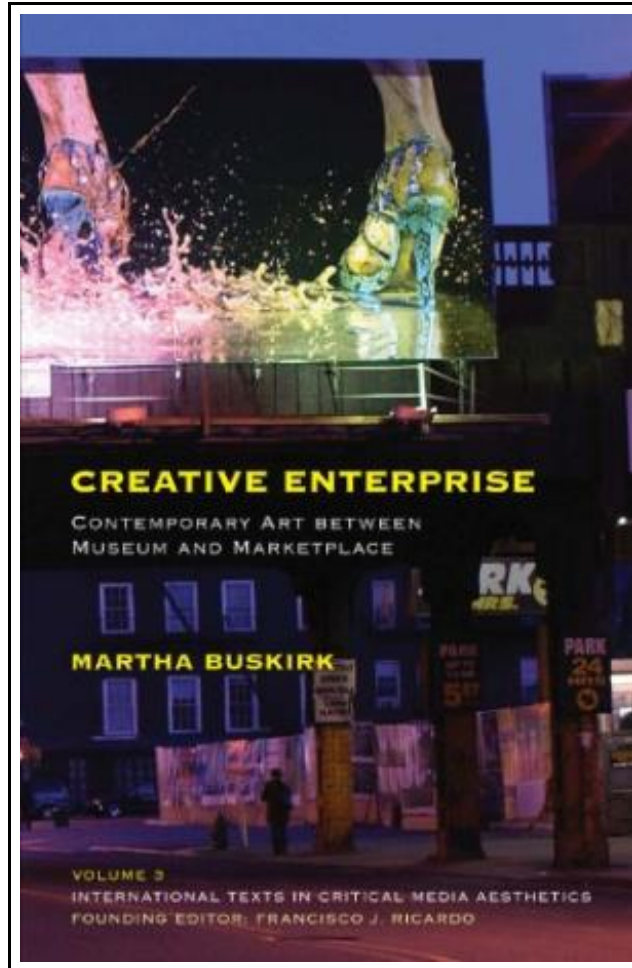


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Reviews

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(Mazie Johns IV)

CREATIVE ENTERPRISE: CONTEMPORARY ART BETWEEN MUSEUM AND MARKETPLACE



Continuum. Paperback. Book Condition: New. Paperback. 392 pages. In the face of unparalleled growth and a truly global audience, the popularity of contemporary art has clearly become a double-edged affair. Today, an unprecedented number of museums, galleries, biennial-style exhibitions, and art fairs display new work in all its variety, while art schools continue to inject fresh talent onto the scene at an accelerated rate. In the process, however, contemporary art has become deeply embedded not only in an expanding art industry, but also the larger cultures of fashion and entertainment. Buskirk argues that understanding the dynamics of art itself cannot be separated from the business of presenting art to the public. As strategies of institutional critique have given way to various forms of collaboration or accommodation, both art and museum conventions have been profoundly altered by their ongoing relationship. The escalating market for contemporary art is another driving force. Even as art remains an idealized activity, it is also understood as a profession, and in increasingly obvious ways a business, particularly as practiced by star artists who preside over branded art product lines. The fraught relationship between contemporary art and commerce is a frequent topic of conversation in the art world, but few have addressed it with the lucidity and intelligence that Martha Buskirk has achieved in her new book, *Creative Enterprise: Contemporary Art between Museum and Marketplace*. With wry humor, Buskirk examines contemporary arts complicated network from the biennial circuit to auction. She places special emphasis on how museums now simultaneously instigate and co-opt what once was thought to be critical discourse as they become ever more aligned with the burgeoning marketplace for culture: the experience economy. This is an eye-opening must read for artists, museum professionals, art students, and members of the museum-going public. --Jane Farver, Consulting Director,...



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