University of Gdańsk

Subject card

Subject name and code	Art market, PG_00203164		
Field of study	Museology and Preservation of Cultural Heritage		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	1.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Medieval Art -> Institute of Art History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Andrzej Woziński	
	Teachers	dr hab. Andrzej Woziński	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	10.0	0.0	0.0	0.0	0.0	10

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	10	2.0	13.0	25

Subject objectives

To familiarize the student with the profession of art dealer and the most important institutions in Poland and abroad dealing in works of art, the rules of their operation and strategies for selling works of art.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ODKML3_W08] Knows and understands the key economic, legal, ethical and other conditions of various professional activities, including the basic concepts and principles of industrial property protection and copyright law	K _W08 Knows and understands the basic economic, legal, ethical and other conditions of the antiquarian market, including the basic concepts and principles of industrial property protection and copyright law.	[SW4] test/exam - oral or written
[ODKML3_K03] Is ready to think and act in an entrepreneurial manner	K_K03 He is ready to think and act in an entrepreneurial way within the antiquarian market.	[SK4] test/exam - oral or written
[ODKML3_K06] Believes in the importance of professional behaviour, reflection on ethical issues and following professional ethics	K_K06 Is convinced of the importance of behaving in a professional manner, reflecting on ethical issues and is ready to comply with the rules of professional ethics applicable to the antiquarian market	[SK4] test/exam - oral or written
[ODKML3_W09] Knows and understands the key principles of creation and development of various forms of entrepreneurship	K _W09 Knows and understands the basic principles of antiquarian market creation and development	[SW4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>Art trade - outline of history.

The profession of the art dealer - from multi-trade to art specialization, from the sale of commonly sought works to the promotion of new art directions.

Antiquarian shops and commercial galleries yesterday and today - principles of operation, sales techniques.

The birth and evolution of the auction sales system.

Overview of the most important auction houses operating in the world and in Poland - rules of operation, sales strategies.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>no</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>colloquium</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td>Basic literature</td><td>M. Bryl, Rynek sztuki w Polsce. Poradnik dla kolekcjonerów i inwestorów, Warszawa 2016; A.S. Ciechanowiecki, Współczesny handel dziełami sztuki, Ikonotheka. Prace Instytutu Historii sztuki Uniwersytetu Warszawskiego, 12, 1997.A.S. Ciechanowiecki, Rynek dzieł sztuki na Zachodzie, Kronika Zamkowa, 6/8, 1986.G. Dziamski, Rynek sztuki w Europie, [w:] Menedżer kultury, red. M. Iwaszkiewicz, Warszawa-Poznań, 1995.M. Golka, Rynek sztuki. Poznań 1991M. Korzeniowska-Marciniak, Międzynarodowy rynek dzieł sztuki, Kraków 2001K. Pomian, Zbieracze i osobliwości. Paryż Wenecja XVI-XVIII wieku, Warszawa 1996 s. 137-153, 175-209, 228-256; Ph. Hook, Galeria szubrawców. Narodziny (i sporadyczne upadki) profesji marszandów, ukrytych aktorów na scenie dziejów sztuki. Przekład M. Filipczuk, Kraków 2017

Daniel-Henry Kahnweiler, *Moje galerie i moi malarze: rozmowy z Francis Crémieux*, Wydawnictwo Dęby Rogalińskie 2002; P. Sarzyński, Przewodnik po rynku malarstwa, Warszawa 1999; Ambroise Vollard, *Wspomnienia handlarza obrazów*, przeł. Julia Rylska, Wydawnictwo Literackie, Kraków 1960; A. Ryszkiewicz, Początki handlu obrazami w środowisku warszawskim, Wrocław 1953; Dorota Żaglewska, Sztuka czy biznes ? Sekrety antykwariuszy. Wydawnictwo Naukowe PWN 2018</td></tr>
</table>

Supplementary literature	- Art Markets in Europe 1400-1800, wyd. D. Ormord, London 1998 - Pierre Assouline, Caroline Le Got, Laure-Caroline Semmer, Bertrand Tillier, *Paul Durand-Ruel le pari de l'impressionnisme, Manet, Monet, Renoir*, Paris 2014 (catalogue de l'exposition éponyme au musée du Luxembourg) - S.N. Behrman: *Duveen*, Hamish Hamilton, London, 1972. - G. Bernier, L art et l argent. La marché de lart à la fin du XX e siècle, Paris 1990 - La commerce de l art de la renaissance à nos jours, Besançon 1992 - Claire Durand-Ruel Snollaerts, *Paul Durand-Ruel. Marchand des impressionnistes,* Paris, Gallimard, 2014 - Paul-Louis et Flavie Durand-Ruel, *Mémoire du marchand des Impressionnistes, Paul Durand-Ruel*, Flammarion 2014. - B. Frey, W. Pommerhne, Muses and Markets: Explorations in the Economics of Arts, Oxford Cambridge 1989 - Florence Gentner, *L'Impressionnisme, dans l'intimité de Durand-Ruel*, Éditions du Chêne, 2014 - Ch.Herchenröder, Die Kunsmärkte, Düsseldorf 1979 - Ch.Herchenröder, Die Neuen Kunstmärkte, Düsseldorf 1989 - *Inventing Impressionism: Paul Durand-Ruel and the Modern Art Market*, Edited by Sylvie Patry with contributions by Anne Robbins, Christopher Riopelle, Joseph J.Rishel, Jennifer A. Thompson, Flavie Durand-Ruel and Paul-Louis Durand-Ruel, National Gallery London, Yale University Press 2015 - R. Moulin, Artiste, l institution et la marché, Paris 1992 - M. North, Art. And Commerce In the Duch Gulden Age. Translated by C. Hill, Yale University Press, New Haven and London 1997 - Rebecca A. Rabinow, Douglas W. Druick i inn., Cezanne to Picasso: Ambroise Vollard, Patron of the Avant-garde. MMoA, New York, 2006 - R. Reitlinger, The Economics of Taste, London 1961-1970, vol. 1-3. - Meryle Secrest, Duveen: A Life in Art. 2004. - Germain Seligman, Merchants of Art: 1880-1960. Eighty years of professional collecting, New York 1961 - H. P. Thurn, Der Kunsthandler. Wandlungen eines Berufes, München 1994

		1999 Daniel Wildenstein, Yves Stavridès, *Marchands d'art*, Paris, Plon,
	eResources addresses	
Example issues/ example questions/ tasks being completed	The emergence of the auction sales systemStrategies used by the most prominent marshalsThe most important auction houses in the world and in Poland	
Work placement	Not applicable	

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