University of Gdańsk

Subject card

Subject name and code	Art Market, PG_00203539		
Field of study	History of Art		
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	1	ECTS credits	3.0
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	30.0	0.0	0.0	0.0	0.0	30
	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	30	2.0	43.0	75

Subject objectives	To familiarise the student with the history of the art market from antiquity to the present day

Learning outcomes

Course outcome	Subject outcome	Method of verification
[HISTSZL3_K06] Has a belief in the importance of behaving in a professional manner, reflecting on ethical issues and is willing to adhere to the principles of professional ethics		
[HISTSZL3_W07] Has advanced, structured detailed knowledge of the protection and maintenance of cultural heritage		
[HISTSZL3_U03] Is able to critically analyse and evaluate the artistic value of works of art	K_U03 Is able to critically analyse and evaluate the artistic and art market value of works of art	[SU4] test/exam - oral or written
[HISTSZL3_W08] Knows and understands the key economic, legal, ethical and other considerations 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 art market, including the basic concepts and principles of property protection and copyright law.	[SW4] test/exam - oral or written
[HISTSZL3_W09] Knows and understands the key principles for the creation and development of various forms of entrepreneurship	K_W09 Knows and understands the basic principles for the creation and development of different forms of entrepreneurship in the field of art market.	[SW4] test/exam - oral or written
[HISTSZL3_K03] Is ready to think and act in an entrepreneurial manner	K_K03 Is ready to think and act in an entrepreneurial manner in the field of art market.	[SK4] test/exam - oral or written

Subject contents

The classes present selected issues related to the history of the art market from ancient times to the present. They introduce in a cross-sectional manner: the forms of acquiring and producing works of art, the role of various intermediaries between the artist and the recipient, the financial aspects of artistic creation. The classes show: the birth and evolution of art auctions, the functioning of art galleries, the role of antiquarians and dealers in promoting artists and various art directions, the function of experts on the art market. During the course, students will be acquainted with the factors which influenced the price of works of art, with the phenomena of forgery, which are an inherent part of the art market in the historical cross-section.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam	51.0%	90.0%
Attendance	75.0%	10.0%

Recommended reading

Basic literature	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 1991. Ph. Hook, Galeria szubrawców. Narodziny (i sporadyczne upadki) profesji marszandów, ukrytych aktorów na scenie dziejów sztuki. Przekład M. Filipczuk, Kraków 2017; M. Korzeniowska-Marciniak, Międzynarodowy rynek dzieł sztuki, Kraków 2001; K. Pomian, Zbieracze i osobliwości. Paryż Wenecja XVI-XVIII wieku, Warszawa 1996
Supplementary literature	Art Markets in Europe 1400-1800, wyd. London 1998; 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; J.A. Chrościcki, Znaczenie wielkich wystaw w kształtowaniu rynku sztuki, [w:] Kultura w gospodarce rynkowej. Problemy adaptacji marketingu, red. K. Mazurek-Łopacińska, Wrocław 1997; B. Frey, W. Pommerhne, Muses and Markets: Explorations in the Economics of Arts, Oxford Cambridge 1989; Ch. Herchenröder, Die Kunsmärkte, Düsseldorf 1979; Ch. Herchenröder, Die Neuen Kunstmärkte, Düsseldorf 1989; A. Jakubowski, Współczesny rynek dzieł sztuki w Polsce a Internet, Ikonotheka, 20, 2007; D.H. Kahnweiler, Moje galerie i moi malarze, tłum. J. Sell, Warszawa, 1969; R. Moulin, Artiste, l institution et la marché, Paris 1992; M. North, Art And Commerce In the Dutch Gulden Age. Translated by C. Hill, Yale University Press, New Haven and London 1997; R. Reitlinger, The Economics of Taste, London 1961-1970, vol. 1-3; A. Ryszkiewicz, Początki handlu obrazami w środowisku warszawskim, Wrocław 1953; P. Sarzyński, Przewodnik po rynku malarstwa, Warszawa 1999; H. P. Thurn, Der Kunsthandler. Wandlungen eines Berufes, München 1994; D. Żaglewska, Sztuka czy biznes ? Sekrety antykwariuszy. Warszawa 2018
eResources addresses	

Example issues/ example questions/ tasks being completed	Art market in Europe at the turn of the Middle Ages and modern times The art market in the Netherlands of the "Golden Age" The beginnings of the painting trade in the Warsaw milieu
Work placement	Not applicable

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