



Art and Money in Brazil: The Brazilian Contemporary Art Market

Davide M. Parrilli

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'Art and Money in Brazil' has the ambition to assess in a complete and critical way the Brazilian contemporary art market, ranging from the size and potential of the market to an overview of Brazilian artists whose works should be included in the collections of art lovers and investment funds. The book is aimed to provide useful data and information to foreign art galleries, collectors, business and financial analysts, investors and researchers with an interest for the Brazilian market of contemporary art. In particular it contains recommendations to foreign galleries and art dealers that want to successfully enter the Brazilian market to sell foreign artworks, as well as to potential buyers of Brazilian artworks outside Brazil. The book is based on academic and scientific sources, such as art and business literature, on auction results disclosed by the leading auction houses and on the author's experience. The book assesses in particular the following topics: the size and characteristics of the contemporary art market in Brazil; the profile of Brazilian collectors, art galleries, art fairs and other cultural events; an overview of contemporary Brazilian artists based on auction results reached by their works abroad; recommendations for foreign art dealers and investors willing to enter the Brazilian market.

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