

# The Audience of Contemporary Art: Between Influenced and Influencer

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**Abstract:** *Given the complexity of the contemporary art field and its power mechanisms, a very necessary discussion is that regarding the groups that have a significant influence over the artistic practices. We will demonstrate that this approach needs, first of all, to proceed to the classification of the types of audiences in contemporary art. This will give us the tools for analysing which of this categories hold the most power towards the artistic practice. Considering art as a form of communication will bring us to see the audience as a target audience, which will lead, in the end, to consider the existence of audiences of contemporary art, not just a single audience. Taking into account that, like any other area of activity, contemporary art is limited by conventions, it will become clear that this classification of types of audiences and the search for the category that has the most power is a legitimate one. All this will lead to a better understanding of the mean of art producing and promoting.*

**Keywords:** *contemporary art; audience; art-gallery; art market; art institutions.*

## Introduction

The dynamic of the contemporary art field seems to be more and more complex. The matter we are addressing in this paper is that of the influence of the audience over the presentation and valorisation of contemporary art. At this point we need to mention that our attention will be set on the activity of the contempo-

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