



Case Study: Art and the Luxury Goods Market at Landings 3

curated by Geir Haraldseth

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“The world of art, a sacred island systematically and ostentatiously opposed to the profane world of production, a sanctuary for gratuitous, disinterested activity in a universe given over to money and self-interest, offers, like theology in a past epoch, an imaginary anthropology obtained by the denial of all the negations really brought about by the economy.”

Pierre Bourdieu

The contemporary art market has functioned in a state of denial when it comes to economy and economic interests, but there has been a significant shift towards utilizing the same distribution channels as other luxury goods in the last decade. The exhibition displays examples of this shift and further explores the complex relationship between art, money and the luxury goods market. Sources range from the TV show *Sex and the City*, where a work by Marina Abramovic is presented at the Sean Kelly Gallery as a backdrop for an episode, to the geographical locations of galleries and luxury goods stores in New York City.

The exhibition will also provide a rereading and reassessment of canonical texts by for example Pierre Bourdieu and Theodor Adorno that deal with the privileged market of contemporary art, the stakes involved, and what consequences such a shift in the status quo of how art is bought, sold, and understood has in store for the artist, the gallerist, the curator, the buyers and the market.

Geir Haraldseth (1977) lives and works in Oslo as an independent curator and critic. He is currently working as editor for Landings Journal and is on the editorial board of *kunstkritikk*. Haraldseth has a BA from Central Saint Martins and an MA in curatorial studies from Bard College. Haraldseth has curated shows at The National Museum of Art/Oslo; Fotogalleriet/Oslo; Bastard/Oslo; Center for Curatorial Studies/Bard College; Teatro de Arena/Sao Paulo; Vox Populi/Philadelphia; Johan Berggren Gallery/Malmö and Torpedo/Oslo. Haraldseth has contributed to a number of different journals, including *Acne Paper*/Stockholm, *Billedkunst*/Oslo, *Kunstkritikk.no* and *Elle Mann*/Oslo, and lectured at Art in General/New York, the University of Oslo, and the Art Academy in Oslo.

