

The Present Condition and Development Trend of Art Market in China

TAT ACTUEL ET TENDANCE DE DÉVELOPPEMENT DU MARCHÉ CHINOIS DES OBJETS D'ART

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Abstract: The art market is a barometer of nation and society economy and political development. Corresponding period would performance dissimilarity characteristic of it. Carry on solution to the present condition, announce to public a dissimilarity reason of end decision factor, find out break of the counter plan be an art object market currently deep turn research of break point. This text, analysis present condition of art market in China, first investigate it's problem creation of source, then set out from the problem faced by art market in China, summary set out an exhibition art object the counter plan of the market. Thinking of current art market in China faced of the key problem is the indetermination of the market moderate breezes insurance, three false trends widely accepted, privately traded break market rule, decrease of expert's authority and authenticate the imperfection of system. The measure to solve these problems and development art market, should leading artist creations excellent art exquisite article, grow with leading art objects of investment with collect, strengthen art market and system of construction etc..

Key words: Art market, Exquisite article, Collection, Funds push, Take charge of

Résumé: Le marché des objets d'art est le baromètre de l'économie social et du développement politique d'un pays, les marchés des différents périodes montrent les caractéristiques différentes. Déstructurer les états actuels, déceler les facteurs décisifs finales des différentes raisons, trouver des stratégies, ce sont les trouées d'approfondissement des études du marché des objets d'art au présent. À l'aide de l'analyse les états actuels du marché chinois des objets d'art.

Ce texte recherche d'abord l'origine des problèmes, et puis commence par les problèmes auxquels le marché chinois des objets d'art fait face, et fait le bilan des politiques du développement du marché des objets d'art. On croit que les problèmes principaux auxquels le marché actuel chinois des objets d'art fait face sont l'incertitude et le risque du marché, le fait que les trois faux sont en vogue, la destruction des règles de marché provoquée par la transaction clandestine, la réduction des autorités des experts et la manque du système d'expertise. Pour développer le marché des objets d'art, il faut conduire les artistes à créer les chef-d'œuvres, former et conduire l'investissement et la collection des objets d'art, renforcer la construction du marché et système des objets d'art, etc..

Mots-Clés: marché des objets d'art, chef-d'œuvre, collection, promotion avec le fonds, surveillance et gestion

Along with the rising of China economy, the artists and collectors of China are focus attention by world from day to day. The stability of politics, prosperity economy of China with active of culture for art market create front the development opportunity that it never has.

In 2007, the contemporary art continue to keep pre-eminent to soar all the way, particularly ambitions are Zhang Xiaogang, Yue Minjun, Fang Lijun, Zeng

Fanzhi. They break a ten million dollar toll-gate and take the lead to get to rise. 《14 chine's sketch plan of APEC view fire》of Cai Guoqiang, of at Jiashide in Hong Kong \$742,475 create contemporary art in China sale exorbitant price and appeared to make the person fig up of contemporary soar of art.

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1. CHINA'S ART OBJECT MARKET PRESENT CONDITION

1.1 The contemporary art is subjected to a funds' push pre-eminent constant

Until 2007, art object market everywhere exerts the characteristic of newly arisen market. The contemporary art continue to strut about, the profession shuffle cards outstanding, the market divide obvious, newly arisen strength just rising. The outlook promote reasonableness to collect near future, outstanding exquisite article principle, the profession excellent be inferior to discard, strengthen market norm, will become the main current of art object market.

1.2 The ability of original art objection in China is strengthen, it made art object market unprecedented prosperity

Since beginning 20 centuries 80's, the art market of China started, at that time main management replication the Chinese and foreign artists make with occupation painter of merchandise painting not highly quality. Only until the end of 20 centuries and the beginning of 21 centuries, along with China comprehensive national real strength strengthen the art market of China cause of world extensive concern. Market and creations are indivisibility and close related, at the foundation of market prosperity, the art works of China contemporary substantial developed, a great deal of youth artist appeared, and the level of their art creations continuously exaltation, such as artists, as Jin Shangyi, Wu Guanzhong, Yang Feiyun and Chen Yifei etc., their works sell costliness price and present vast of development foreground, become contemporary vanguard and growth point of art market management business enterprise of profits.

1.3 Prosperity of oil painting market laid foundation for development of art market

For recent years, China oil painting at international and local market present regardless turnover amount or turnover price, all display astonishing condition of the market. Till 2005, the condition of the oil painting market of China list the piece clap an article, first time appear clinch a deal of ten million dollar, repeatedly break domestic and international record. Jiade virtuous sale company in China sale rate and turnover of the clinch a deal of oil painting first time exceed ancient times and modern age of sale quota. Oil painting 《Chairman Mao inspects Guangdong village》 of Chen Yanning clinch a deal with 10,120 thousand dollars, create domestic tallest clinch a deal price record of China oil painting. At large sale would up of Bao Li company, Xu Beihong's oil painting 《Ms. Jenny's

portrait》 clinch a deal with 22 million dollars, break the oil painting record of China.

1.4 More and more art exposition founded for the vast space of art object exchanges and the art object market

Since November 1993, the art exposition is in Guangzhou opening sponsor by the cultural department of China, every variety the art exposition be quick development. International art gallery exposition in China, art exposition meeting in Shanghai, China art gallery invitation exhibition the etc. are regardless an exhibition would of hold scale or exhibition quality and quantity, plan level all to development internationalization, profession turn with direction. In the meantime, these exhibitions would realization the reposition of redundant personnel of the exhibition article file time. For example, the international art gallery exposition face market of art object in high level, such as Art exposition in Shanghai rightness is a middle class to collection. The reposition of redundant personnel and consume community of this kind of investment of fixed position, rightness satisfy of each stratum to art object is very beneficial.

1.5 The warmly of art object sale exploded a situation to arouse development art object of high level in China market

Since 1999, China begun the market of art object sale, have already occupy now high level and the great majority quota of China art market. According to incompletely statistics, whole country has 4,000 sale company around, the company periodical or uncertain period sale art object have 1,000 around, every year sale about seven or eight hundreds times, the sale company appeared trend of from dispersion to concentration direction, namely near thousand business enterprise main concentration at Peking and Zhujiang triangle and Yangzi triangle etc. where economy region flourishing, and sales amount and advantage property of above 80% from 20 ex- large sale company creation of. Sale company attract a large deal of society idle capital urge to gather together of art object market and become a kind of society public special concern of cultural phenomenon.

2. THE PROBLEMS EXISTENCE IN ART MARKET OF CHINA

Though current art market of China prosperity prosperous, regardless are creators, executives and governors, all need to be keep awake dispassion of brains, to discover prosperity surface of foam and prosperous back of secret worry. For keeping healthy

and steady develop art market in China, in order to early reply, we can keep on the problem which reply an art market existence in time detection.

2.1 The indetermination moderate breezes insurance of the market already present

China contemporary art of costliness price mostly create overseas, only less than 1/3 create at domestic market, but even this strong pulled domestic contemporary art price, cause many painting soar several decuple in short several years. So market risk fast backlog, have already hadn't a few industry insider to worry about this kind of market will continue" high fever" bottom go to step ex-several years, the calligraphy and painting fry to make behind slump of footsteps, is also reasonable.

2.2 Three false trend be widely accepted

Concoct false, sell false and sale false have already turned toward the district group with the production & sales integral whole turn a direction development, even very few the some village of few places already development arrive the all families concoct of degree. Secondly sell a false network to turn. In China there have over ten thousand painting stand, painting store, art gallery...etc., small, spread, disorderly, bad, equal and a part sale is false. Furthermore is sale false publication. According to China laws of sale, before sale the sale company declare can't assurance of true or false or quality of, it don't undertake guarantee responsibility, this is also the international usual practice, according to the industry is intermediate and particular make sure, is establishment in the business enterprise trustworthiness and objection the business cheat foundation of, but now it drive some sale the company make, even with make false, sell false the malice collaborate with, know false clap false. If above can't solve to concoct, sell false will cause a false problem, and it certainly will injure the international reputation of the art object of China, and also influence art object of investment and collection.

2.3 Privately trade widely accepted and break market rule

Though the painter's creations are personal behavior, but once getting into art market, it soon belonged to not-personal behavior. In order to privately trading of widely accepted, even some foreign company also" adopt the customs of the natives", they direct look for painters to buy painting, thus influence list fair price. For long time, privately trade rampant behavior not only steal and evade tax, but because of it unsteady and list price, biggest break order and rules of the game of market, severity bar the art object market lie organization in the agent of development. Under a

mature market environment, the art object should pass agent, generation sell, sale of procedure, and at" sunlight" get into a market.

3.4 Decrease of expert's authority and authenticate imperfection system

The tradition curio of China authenticate main is range estimation, hand and personal experience, take to have mightiness of personal color, because of the expert authenticate system not enough science, broke to authenticate bottom line and authenticate of the procedure be subjected to break, disturbance the art market, art object market turned worse thus of confusion. Moreover, because of the imperfection proof and the procedure, even a false painting, who to offer as proof, who to authenticate, an authenticate expert take dissimilarity or rejecting of the opinion etc., all existence a lot of problems. Be showed from this, confusion of art market in China, not only is lack of entity, also existence lack of order method.

3. HOW TO PROMOTE DEVELOPMENT THE ART MARKET IN CHINA

Though art market in China existence some problems, but for the sake of development cultural industry, we should satisfy the public cultural need, according to art creations regulation and the art market of the market economy regulation, make it stronger and development.

3.1 Leading artists create excellent art article

In recent years, some outstanding artists outshine others, and also hold by art market. But we have to understand that, the booming art object market stimulate a minority an artist fickleness of nerve, some artists see a good market and then in large produce a quantity works. In fact, market price, according to supply relation and then variety of, so the painter can't win victory by quantity, they should have unique consciousness, exquisite article consciousness, market consciousness and responsibility consciousness, because of only exquisite article then can attract purchase.

3.2 Develop and lead art object investment and collection of art object

Currently, the diversification situation of art market in China already formatted, this kind of diversification include diversification of corpus and it's multi-function, first is collect corpus, second is investment corpus, third is the public consume corpus. Will realization change from collection into investment, then development the process of the public's corpus, we should keep this

steady development situation, protection confidence and enthusiasm of the public investment on art object. The investment and collection of art object to want persistence true, excellent, appreciate beauty, sparse of standard, collect of art object is true, the quality be good, have to appreciate beauty value, is furthermore rare, should be good at discovering real artist and art exquisite article, objection nasty achievement near benefit of incline to, art object market of anxious motion, for art object market investment the development create a long-term stability of space. Leading market, leading collection, construct an international art object market predominance brand, then leading art object market to preface ground health, stability and development.

3.3 Take art gallery as corpus, and strengthen construction first class of art market

Currently, the China art object market is in an industrial structure adjustment stage, art gallery had changed hard to expand large-scale, no brand development of embarrassing situation and past measures of management, gradually turn toward the scale, the norm turn and the brand turn a direction development. So should make plans to step ground extension trustworthiness art gallery, support art gallery by holding trustworthiness art gallery an exquisite article to cruise and return to exhibition of development.

3.4 Strengthen construction the system of art object market

Should establish art object market register attestation database, executive of art object and management the price carry on register of database to the creator, with

supervision art market, repress false painting, suppress malice to fry to make behavior. Meantime, establish the ID card system to get into art object market, then submit the artist's work certificate to art gallery and sale company management and avoid purchase to the merchandise information that oneself buy of not understanding.

The cultural market development center established by cultural department of China as art valuation center is a non- business organization and has public's trust, authority and science. The valuation organization of this authority, count for much to norm market.

CONCLUSION

Outlook future, contemporary art probably will continue stimulated. But because of excessively trust overseas funds and background, overseas the rise of condition of the market fall to the domestic influence more big, the indetermination of market will enlarge the risk no small. The soar of type of the funds push power head necessarily will bring bigger motion; contemporary art of the speculation is cause people of vigilance. Although the market have no of foam is nonexistent, but the excessive foam will give market and collection much injury, so promote reasonableness investment to keep off foam to contemporary appear.

Finally, although the art object market of China existence some problems, but the main current is well, if adopt appropriate measures to overcome currently problems, we can foresee, its foreground will be necessarily fine and vast.

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