

**ART MARKETING:
ORIGINAL AND NEW PARADIGM OF MARKETING IN ART**

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ABSTRACT

Art foundations and galleries sell products incorporating various artists' art works aiming at those consumers who are either attracted by eye-catching design or in commemorating their visiting trace. Such trait of art products occasionally has led to create various galleries' marketing points, foreshadowing the potential ability of art in the marketing field. Realizing the important role of art as an emotion-connecting tool between the consumers and sellers, current trend acknowledges art marketing's increased leverage on companies worldwide.

This research focuses on chronological trends of marketing in art. Specifically, the research deals with global galleries' and foundations' original methods of art marketing, including on-the-spot visit of Hangaram art museum, located at Seocho-gu, Seoul, Korea. Furthermore, the continuous developments in marketing art has led to a new paradigm shift, exemplified in our study is the emergence of a talented artist, Youk Shim Won, who launched her own brand in promoting her artwork. In order to investigate deeper on the new paradigm brand Youk Shim Won is excavating, this research also contains a shop visit to the flagship gallery and an interview of the artist. Finally, in taking actual action on the basis of our research, we performed a case study and analysis of Korean artist Ucchin Chang. Through conducting an introductory survey for estimating the once-famous artist's awareness, we were able to suggest innovative marketing suggestions, which were verified as theoretically effective from a Focused Group Interview (FGI).

Keywords: Art Marketing, Art products, Global galleries, Foundations, Youk Shim Won, Ucchin Chang

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