



APPLIES TO ACADEMIC YEAR 2004/2005

KLS 2400 Art and capital in an historical perspective

Program

Bachelor's Program in Arts and Management

Responsible for the course

Anne-Britt Gran

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

The main aim of the course is to give the students an overview of the historical change processes influencing the relationship between art and economy from the antiquity up to now. The purpose with the historical presentation is to give the students an historical background to understand the situation today. The main themes of the course consist of an introduction to the different historical ages. Having ended the course, the students are supposed to have acquired the ability to analyze the historical influences on the relationship between art and business today.

Prerequisites

There are no claims for special requirements.

Compulsory literature

Eliassen, Gunnar og Ulla Eliassen. 1997. *Føretagandets kunst. Om kunstproduksjonen i renæssansens Florens*. 1. utg. Stockholm: City University Press.

Gran, Anne-Britt og Donatella De Paoli. 2004. *Kunst og kapital – nye forbindelser mellom kunst, estetikk og næringsliv*. 1. utg. Oslo: Pax forlag.

Kompendium *Kunst og kapital i idéhistorisk perspektiv* med utvalgte tekster av bl.a Theodor W. Adorno, Jean Baudrillard, Walter Benjamin og Arnold Hauser.

Recommended literature

The remaining chapters in the books represented in the compendium.

Course outline

- Medieval times
- Renaissance and baroque
- The Enlightenment and Romanticism
- The modern market
- Popular culture and cultural industry
- Arts and the market
- Cultural policy
- Sponsoring the arts
- Aesthetical marketing
- Aesthetical organizations
- The experience economy

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Kurset gjennomføres med totalt 36 kurstimer. Studentene anbefales å danne kollokviegrupper som arbeider med pensumlitteraturen, samt forbereder seg til gruppesamarbeid under eksamen.

Evaluation

The course ends with a 72-hour take-home examination to be performed individually or by

groups of up to three students. Where appropriate the use of computer-based tools is allowed to solve the examination assignment.

Evaluation code(s)

KLS 24001 - take-home exam, with accounts for 100% of the grade in KLS 2400 Art and capital in an historical perspective, 6 ECTS credits

Aids at the examination

All written aids are allowed.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.