Markets framed by culture

*The role of local contexts in the rise of contemporary art commerce in Russia and India*

Komarova, N.

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ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. ir. K.I.J. Maex
ten overstaan van een door het College voor Promoties ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel
op vrijdag 2 februari 2018, te 12:00 uur
door Nataliya Komarova
egeboren te Moskou, Sovjet-Unie
## Promotiecommissie

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**Universiteit van Amsterdam**

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- prof. dr. F.F. Wherry  
  **Princeton University**

Faculteit der Maatschappij- en Gedragswetenschappen
This dissertation is based on the following articles:

Chapter 2


Data were collected, and the first draft was written by S. Kharchenkova and N. Komarova. Subsequent drafts were written by the three authors.

Chapter 3


Data were collected, and the first draft was written by N. Komarova. Subsequent drafts were jointly written.

Chapter 4

Komarova, N. “Between the market and non-commercial art institutions: Early career strategies of contemporary artists in emerging art scenes”, under review in Poetics

Chapter 5


Chapter 6

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Acknowledgements

“This thesis by now may well be history,” - was the first attempt at an opening sentence for the introduction chapter of this dissertation, quickly dismissed as a not very promising start for a PhD thesis. Luckily, this gives me an opportunity to recycle it here, as now, indeed, is the moment to look at the last six years of my life as history: come to terms with what has happened to me and who helped me along the way.

First and foremost, I would like to thank Olav Velthuis, my supervisor, for believing in me and taking me on board of his project. I hope you still don’t regret it. Apart from giving me an opportunity to undertake a PhD project, you also opened a whole new world for me: academically, geographically and socially. As I told many people throughout these years, I actually did not know much about where I was going, but somehow I ended up in the great city, outstanding research institute and department, and amazing programme group, among curious, creative and inspiring people. Thank you! But that was just a start... I am endlessly grateful for your caring and generous supervision, always elaborate and sharp feedback, seeing the bigger picture, support and encouragement, especially in the moments when I doubted myself most.

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Next comes our little research team. Svetlana and Amanda, the three of us have divided the four countries and contemporary art markets. It was a great experience of flying apart and coming back together, learning about each other’s diverse disciplinary backgrounds, sharing such similar anecdotes from the “fields”.

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I think I should also thank my alma mater, or two: NRU-HSE and MSSES (sorry for all the complicated abbreviations, if you look them up you will understand that I save on ink here), for providing me with an academic training at a level that I actually felt comfortable at the sociology department in AISSR, UvA. Thank you Natalia Samutina and Dmitry Kurakin for supervising my first attempts at somewhat independent research, for teaching me empirical curiosity and theoretical rigorousness. Thank you everyone at the Center for Fundamental Sociology for taking us kids on board and showing how real-serious social science is done, how to engage in a scientific discussion and how to do collaborative research.

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To conclude, back to Amsterdam: Thank you Kriterion (the staff, the couch by the window and the endless supply of large club-mates) for your late opening hours and willingness to accommodate the bright periods of my brain activity despite the dark skies outside. While the university actively refuses to acknowledge diversity in working habits, you were there for me.

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Temporary exhibition in the grand hall of the former Soviet movie theatre and soon-to-be private contemporary art museum (the plan was abandoned in 2014).

Moscow, December 2012