Lesson XXVII – *Market Analysis (Part II)*

1. What is the difference between primary and secondary markets?
2. Why is this distinction important?
3. Who are the main actors in each market?
4. What role did Leo Castelli and Ileana Sonnabend play?
5. What does this tell us about merchants?
6. How did Germano Celant influence the art market?
7. What did Achille Bonito Oliva do with Transavanguardia?
8. What dominates in the art market?
9. Why are secondary market prices higher than primary?
10. What is the forward-looking effect?
11. What is the difference between collector and speculator?
12. What about specialist vs. eclectic?
13. What does ROI mean in art investment?
14. Why is art investment considered attractive?
15. What makes the art market unique?
16. Who are the main actors shaping it?