Abstract

The Getty Research Institute (GRI) preserves the remarkable archives of Knoedler & Co, one of the most important art galleries working in New York between the second half of the nineteenth century and the start of the twentieth.

Starting from the relationship with the Parisian dealers, the new marketing strategies, and the ways of displaying and communicating art, the seminar will underline the keyrole of Knoedler gallery within the dealers' network, and its importance for the birth of the American art market and of the first important american private collections.

Moving beyond the traditional economic model to analyze the data, the seminar will open a dialogue to propose a different approach for an historical analysis of the commercial process and dealer strategies.