



The Institute of Applied Cultural Economics and Sociology

**“Beauty is power”**

*Formal approach  
Study and Research Cell*

Looks at different artistic strategies and their recurrent patterns within iconic centers of the contemporary art field  
Such as: Frieze Magazine Series

Creates a synthetic median analysis of the prevalent themes, motives and formal developments aka: contemporary canons

Outputs a table of aesthetic guidelines and emerging trends for future procedures/ endeavors

**“Productivity is power”**

*Methodology and  
technology development cell*

Approaches technological implementations and developments (in the broadest sense possible) in the means of production of contemporary art works

Investigates methods of producing high quality art works sharply and rapidly, at the lowest possible cost with the greatest possible effect

Outputs theological and strategic highly efficient production models

**“Influence is power”**

*Cartography cell*

Researches the geo-political influence Centers in the contemporary Artfield

Maps out the networks of institutes venues, and individuals that direct the flow of artistic production on the art market

Outputs strategic placement and predicts future outcomes measured by human capital that would emerge from the placement of a given artwork in a given location

**“Capital is power”**

*Financial research cell*

Analyses the emerging trends of art markets from the capital infusion perspective (such as: funding grants, awards etc)

Maps the financial revenues from all the other cells and looks for emerging correlation patterns

Outputs supply and demand for a given art work and measures incoming primary, secondary and tertiary capital derivatives resulted from the production and display of the art work

**New art work FORM AND CONTENT + MODE OF PRODUCTION + CLEAR GEOGRAPHICAL AND STRATEGIC PLACEMENT + MARKET VALUE RESULT MEASURED IN HUMAN AND FINANCIAL CAPITAL**

*Application Department  
autonomous groups*

**New Fordist Organisation**

**Supply and Demand-elweiser**