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Art & branding. Principles – interaction – perspectives. Increasing numbers of companies today use art as a branding tool. At the same time, brand culture and branding strategies have become central characteristics of the art system. ‘Brands of excellence’ are used in a variety of ways in the globalized consumer and ‘event’ democracies, and are considered to symbolize success for almost anything: countries or corporations, CEOs or shooting stars, consumer goods or services, works of art or events. Creating and propagating brands and providing information on their peculiarities and qualities have become decisive market factors. Many contemporary artists therefore take their cue from strategies employed in marketing, advertising or fashion in their work.



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Leonardo da Vinci, 'The proportions of the body', c.1490–2
Venice, Galleria dell'Accademia

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Michael Landy, 'Closing Down Sale', 1992/2002

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