

REVIEWS. BIBLIOGRAPHY**ALLAG. YAROVA**

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POBOZHNY S.I. VALUE AND PRICE OF ART: A COLLECTION OF ARTICLES. – SUMY: UNIVERSITY BOOK, 2016. – 159 p.; ILL.**ЯРОВА А.Г.**

Українська академія банківської справи, кандидат філологічних наук, доцент (Україна)

ПОБОЖИЙ С.І. ЦІННІСТЬ І ЦІНА МИСТЕЦТВА: ЗБІРНИК СТАТЕЙ. – СУМИ: УНІВЕРСИТЕТСЬКА КНИГА, 2016. – 159 с.; ІЛ.**ЯРОВАЯ А.Г.**

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ПОБОЖИЙ С.И. ЦЕННОСТЬ И ЦЕНА ИСКУССТВА: СБОРНИК СТАТЕЙ. – СУМЫ: УНИВЕРСИТЕТСКАЯ КНИГА, 2016. – 159 с.; ИЛЛ.

The book covers the pricing of works of art from antiquity to the present. It includes articles written by the author for a national magazine “Gallery” for 2000-x – 2010-ies. The book contains a Preface, 22 chapters, literature and list of publications of the author on the pricing of works of art.

Consideration of the issues on pricing works of art in historical context allowed the author to show the pricing process in terms of understanding the price by the author of the painting, experts, dealers and buyer. These aspects determined a monographic approach of the author to write articles that cover a historical period from the Renaissance until the second half of the twentieth century. In particular, we analyze the price dynamics on the art market for the works by Michelangelo, Rembrandt, Delacroix, Gainsborough, F. Vasiliev, I. Repin, Whistler, Cezanne, Munch, Taras Shevchenko, Kazimir Malevich and others.

The author notes that the pricing process in the art determines by the features, typical for the results of intellectual labor. The pricing approach differs due to uniqueness and originality of the created artistic artifacts.

Pobozhny S. included information regarded to the sales on the modern auctions, which allowed to trace the dynamics in the price growth of the artists works. Also widely used information on the pricing process, developed by the Austrian company “Kunst Asset Management GmbH”.

Background for the writing these articles was course of lectures on “Art- management” in the Ukrainian Academy of banking of the National Bank of Ukraine and courses in artschool of Association of art galleries of Ukraine in 2000s – early 2010s, in Kiev on the topic “Basic mechanisms of pricing in works of art. Prices on Antiques and contemporary art”, “Corporate collections, principles of creation and functioning”.

The book is decorated with 20 black and white illustrations, which together with the cover design make good aesthetic impression. The book is addressed to the art historians, culturologists, teachers and art students as well as everyone who is interested in art.