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## Creative Consumerism: Art Market and Beyond



We do not view commerce as a dirty word, for if there is no financial support for the arts from the market, art itself will not survive. Market affirmations are integral to the life of the arts. The challenge is finding that magic formula of the constructive marriage of art and creativity. Can Creativity and Consumerism thrive in equal measure? Does consumerism kills creativity? Can we equate abundance with gluttony of consumption? Is Consumerism and Creativity existing in parallel worlds? One of the recent IBM cloud advertisements I came across read "Consumerism as an Expression of Innovative Capacity". The present journal seems to be very much present in the current art climate. Since the definition of

art has undergone some major changes and shifts, we at the Visual Arts Gallery try to draw a balance between the artist's creativity and innovation - a by-product of consumerism. Against this backdrop we decided to interrogate the location of creativity.

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