

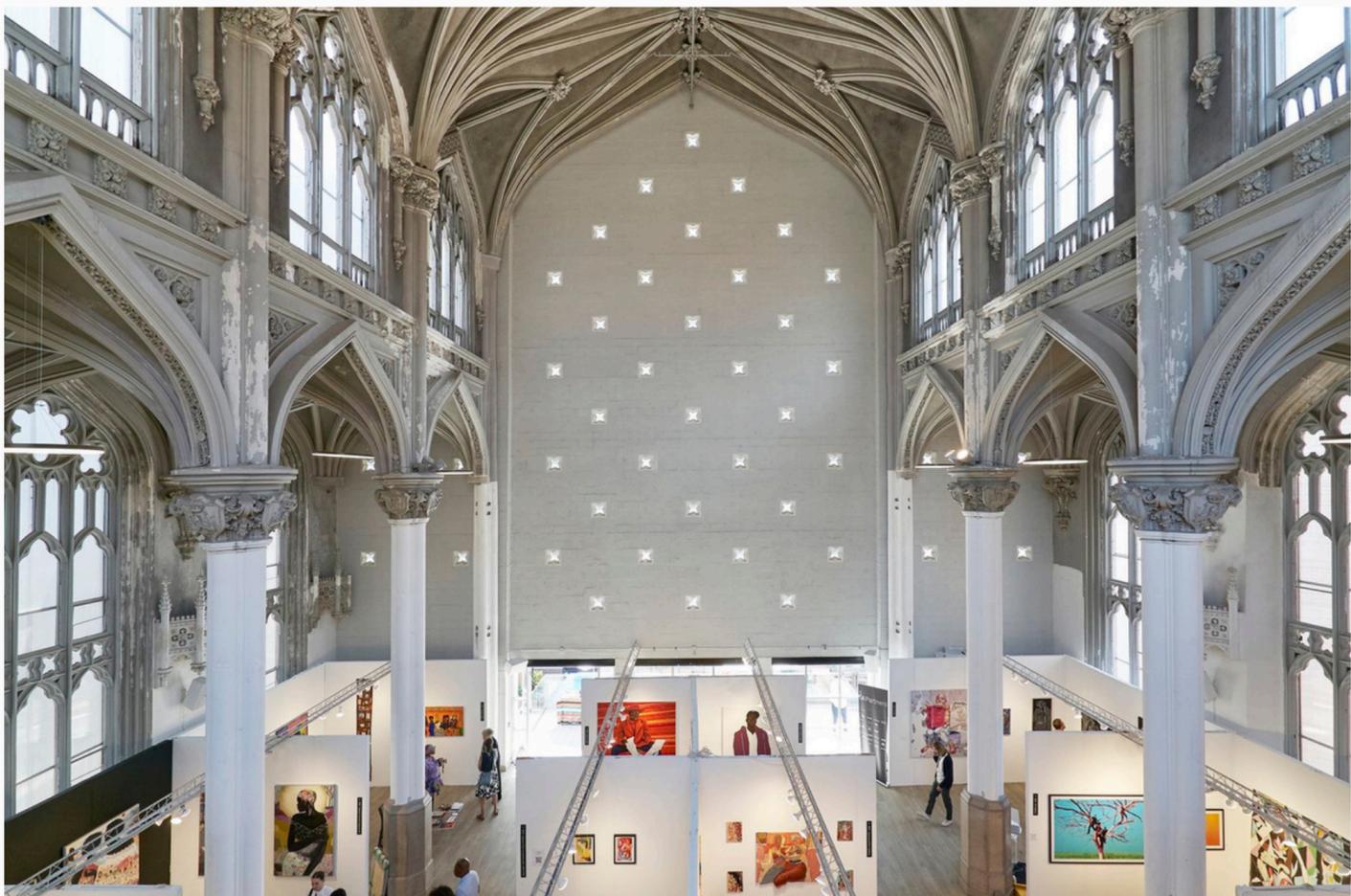
Marion Cambier



Contemporary African Art under the Impact of Globalisation: The Rise of an International Market and the Position of 1-54 Contemporary African Art Fair

At once an economic market in its sense and an ecosystem characterized by the simultaneous involvement and professionalisation of actors and events, analysing the rise of the contemporary African art market has required a multi-faceted critical approach, intersecting several disciplines, notably: art economics, art history, and art sociology. Under the title 'Contemporary African Art under the Impact of Globalisation: The Rise of an International Market and the Position of 1-54 Contemporary African Art Fair,' this university research paper aims to propose a historiography of contemporary African art, thereby highlighting the emergence of a whole community that transcends—thanks to information and communication technologies (ICT)—the spatial constraints represented by borders (Beaude, 2008). Referencing authors such as Raymonde Moulin and Alain Quemin, this university paper fits within a continuum of research dedicated to identifying the mechanisms specific to the globalisation of contemporary productions.

The establishment of the 1-54 fair in 2013 contributes to the growth of this segment of so-called African creations within the international art market. Founded in London by Touria El Glaoui, the event effectively reflects a phenomenon oriented towards the international, the consequences of which are undeniably ambivalent: while the phenomenon tends to support the emergence of an ecosystem within Africa itself, it also participates in the externalisation of this market. In this sense, the analysis of the 1-54 Contemporary African Art Fair not only involves an objectification of this phenomenon but also fits within a broader perspective, essential for identifying other reputational entrepreneurs (Fine, 1996) and the strategies they have developed. Finally, through the study of the 1-54 fair, the research also accounts for the importance of the life trajectories of those who initiate such projects and their ability to integrate established networks.



*View of Harlem Parish at 1-54 New York 2022. Source: Harlem Parish, Art & Culture Space (New-York)