

Abstract

Alexander, Victoria D. and Samuli Hägg (In Press, 2018). 'Reflections on the Challenge of Markets in National, International and Transnational Art Worlds', in Victoria D. Alexander, Samuli Hägg, Simo Häyrynen, and Erkki Sevänen (eds.), *Art and the Challenge of Markets, Volume 1: National Cultural Politics and the Challenges of Marketization and Globalization*. London: Palgrave, pp. 327-339.

Revisiting the major themes that emerge in the articles of *Art and the Challenge of Markets, Volume 1*, the chapter considers the challenges of marketization and globalization from two principal perspectives. First, although Western nations have clearly been influenced by market-based or neoliberal models of governance and funding for the arts, there is significant variation in the ways in which the shift toward the managerialist cultural policies has been implemented in different nations. Second, the chapter discusses the theme of globalized and transnational art worlds as considered in the articles in the volume. Globalization in the realm of art is complex and highly contingent both in terms of the forms and hierarchies of art and the relation between transnational flows and national cultural politics.