

ABSTRACT

The aim of the thesis is to explore and understand an experience of visual artists, painters specifically, as artistic creators and entrepreneurs. The goal was accomplished by qualitative approach. Semi-structured interviews were realized with four painters, three men and one woman. Their analyses, following the method of Interpretative phenomenological analysis, resulted in individual profiles and identification of common key themes that connect the individual experiences and represent the essence. The themes were divided into four areas: 1) Circumstances and factors influencing entry into creation and career development; 2) Balancing the entrepreneurial chair and authenticity; 3) Creation – the importance of development and the relationship to creation; 4) Fulfillment and immersion. The empirical section of the thesis is preceded by the theoretical section, which presents findings on the topic not only from the field of psychology, but also from the field of business and marketing. In the discussion section, the main research findings are interpreted and related to existing knowledge.

KEYWORDS

Visual artist; painter; artistic creator; entrepreneur; experience; authenticity; balancing