

Abstract

The thesis deals with the issue of "artwashing" not only on a global scale, but specifically in the context of the Czech gallery environment. First, it provides a general cultural and historical context, showing the context of the issue and the interconnectedness of the individual themes. Gradually, it examines areas of artistic operation and traces the tendencies of problematic partnerships or various financial practices with art institutions. The thesis then introduces the phenomenon of artwashing in its various forms, illustrating these forms through specific cases of artwashing. The thesis concludes with a sub-analysis of the issue on the example of the private gallery Kunsthalle Praha. Combined with the analysis of the media environment, the thesis describes the event under study and helps to organize and clarify information from selected media on the issue, to highlight trends and connections and to compare the frequency of published articles with competitors. The aim of the work is to provide a more comprehensive understanding of the issue in the Czech context and its perception in society.

Key words:

artwashing, modern art, collecting, fundraising