

Inside the Art Market: How It Works and How I See Art

Kevin 2026/1/26

Introduction

Art is not about how much you spend, but about how you see.

Outline

I. What Is the Art Market?

II. The Basic Structure of the Art Market

III. How Individuals Enter the Art Market

IV. Case Studies: Taipei Galleries (Personal Experience)

V. How I Evaluate Artists (Personal Opinion)

VI. Conclusion

I. What Is the Art Market?

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- What does art buying and selling mean?
- How artworks differ from ordinary commodities
 - ✓ (non-reproducibility, opaque value)

What does art buying and selling mean?



Created by Grok AI

How artworks differ from ordinary commodities (non-reproducibility, opaque value)



Created by Grok AI

II. The Basic Structure of the Art Market

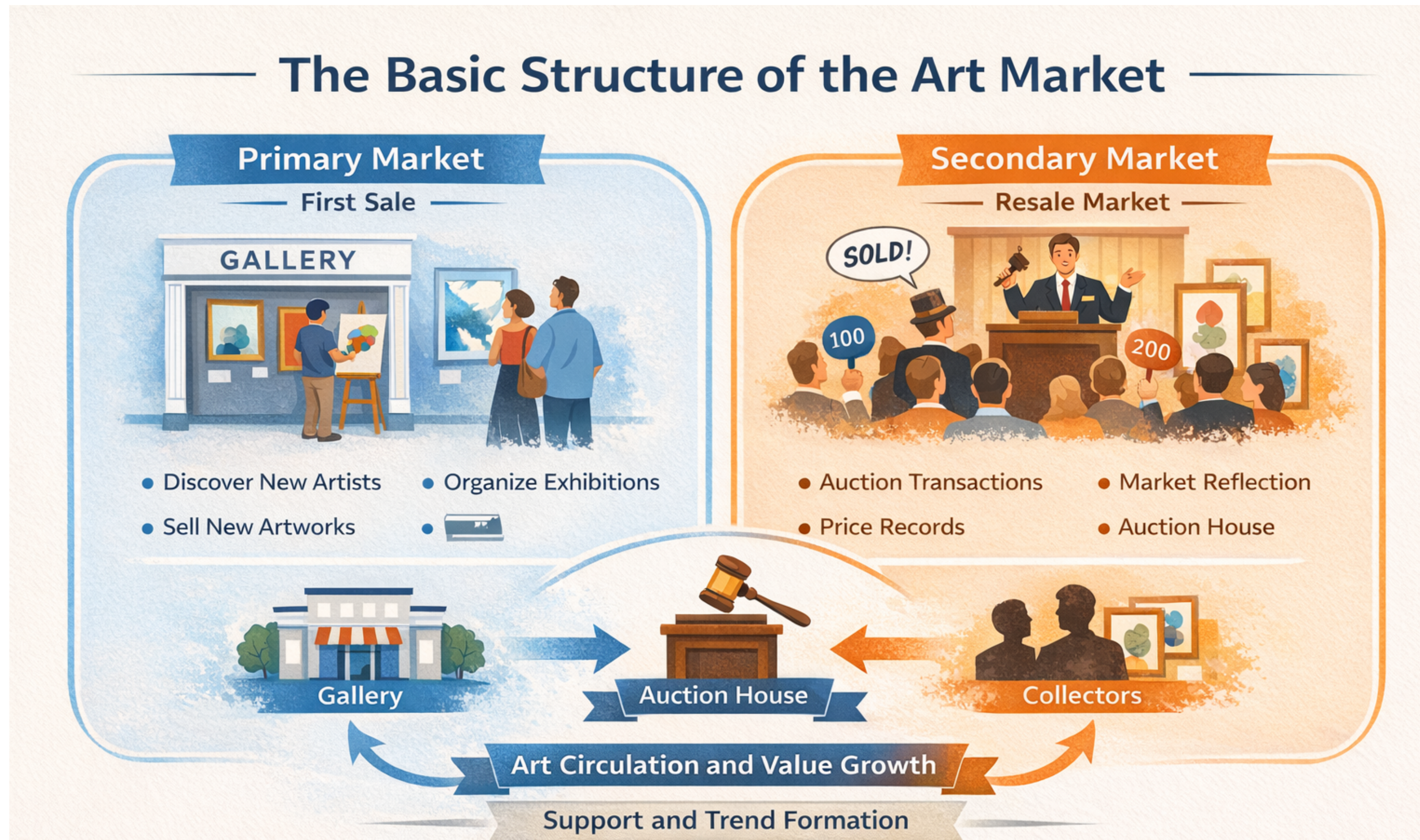
II. The Basic Structure of the Art Market

- The primary market and the secondary market
- The roles of galleries, auctions, and collectors

The primary market and the secondary market



The roles of galleries, auctions, and collectors



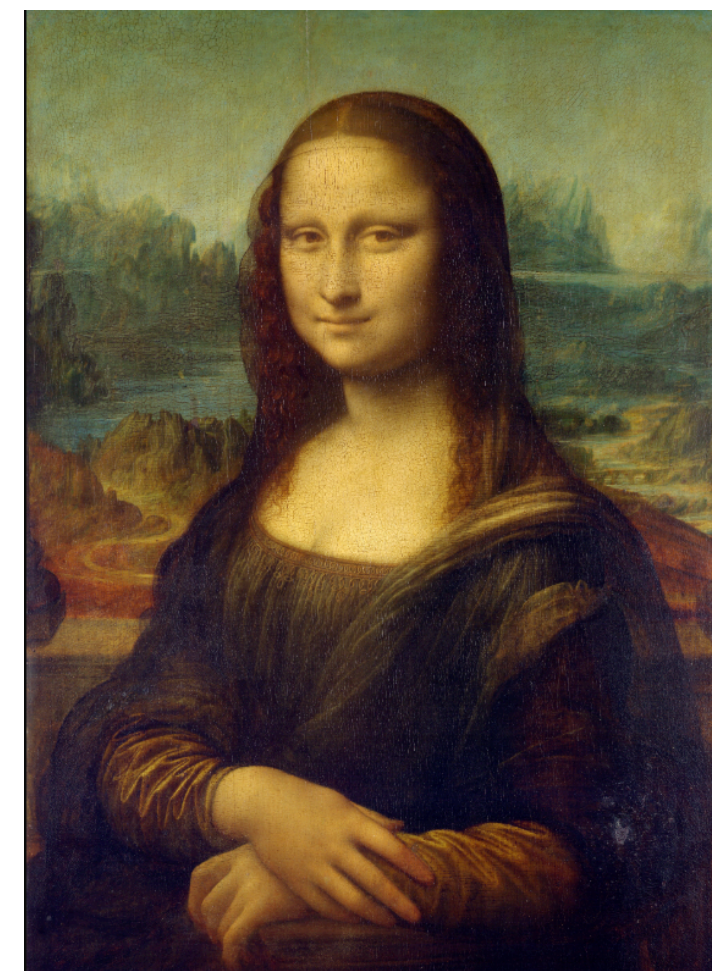
The roles of galleries, auctions, and collectors

Galleries are the gateway, auctions are the amplifier, and collectors are the final judges.

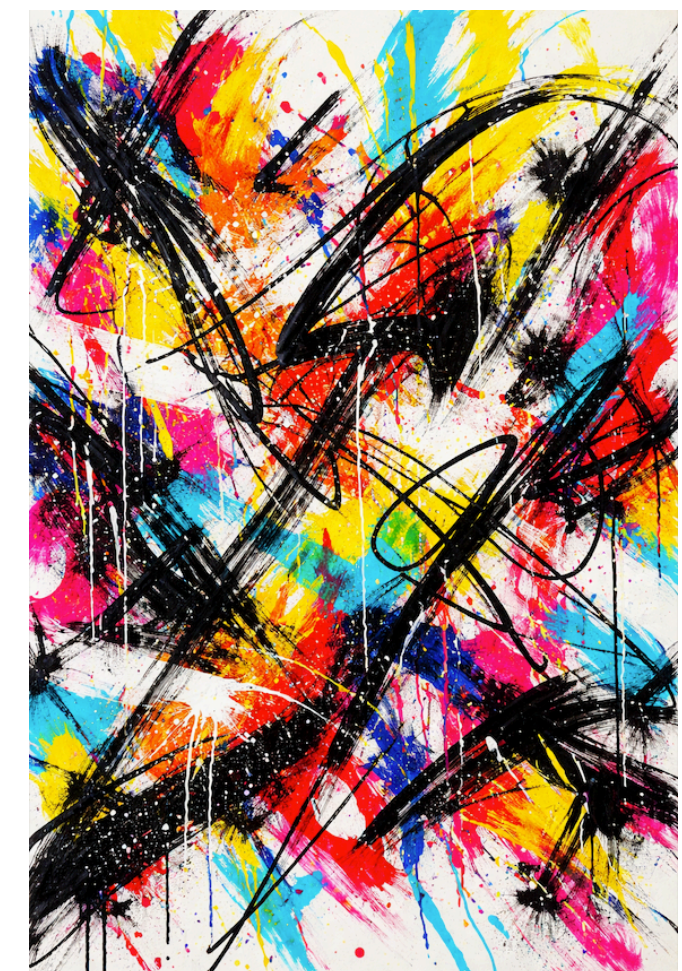
III. How Individuals Enter the Art Market

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- **Where to begin**
 - ➔ looking at exhibitions, galleries, and artists rather than prices
 - ✓ One art Taipei ([ref](#))
 - ✓ Art Taipei ([ref](#))
- **Common misconceptions among beginners**
 - ➔ Does fame equal a good investment?



VS.



IV. Case Studies: Taipei Galleries (Personal Experience)

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- Galleries I frequently visit in Taipei
 - ✓ Apollo Art Gallery
 - ✓ Whitestone Gallery

Apollo Art Gallery



established in October 1978



Apollo Art Gallery

黃至正 HUANG, Chih-Cheng



阿波羅畫廊

黃至正

一念 Moment , 2023

請洽畫廊

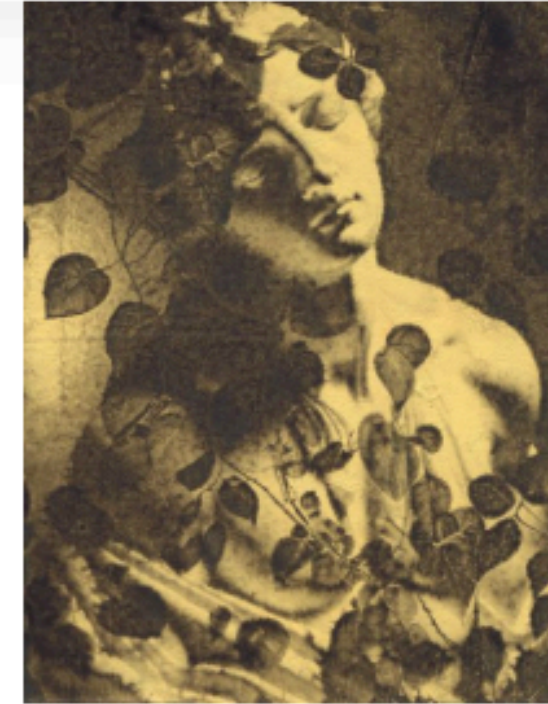


阿波羅畫廊

黃至正

守望 Watch , 2023

請洽畫廊

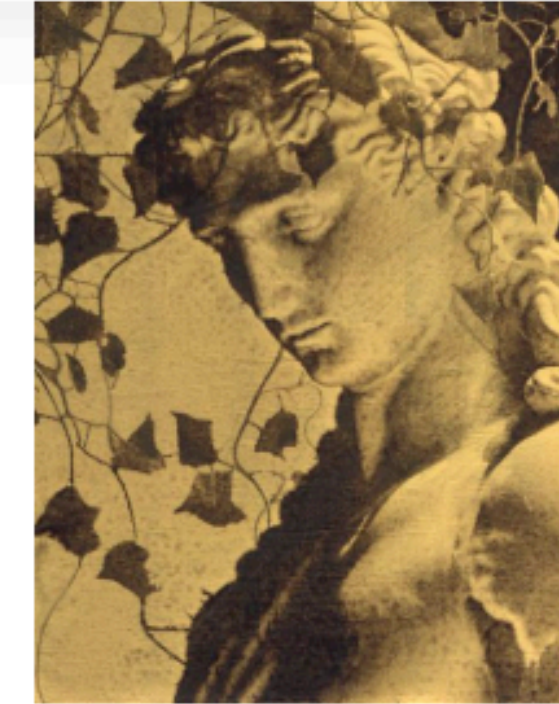


阿波羅畫廊

黃至正

信差 Messenger , 2023

請洽畫廊



阿波羅畫廊

黃至正

滯 Trapped , 2023

請洽畫廊



阿波羅畫廊

黃至正

波光 Gleam , 2023



阿波羅畫廊

黃至正

凝視 Gaze , 2023



阿波羅畫廊

黃至正

瀑布 Waterfall , 2022



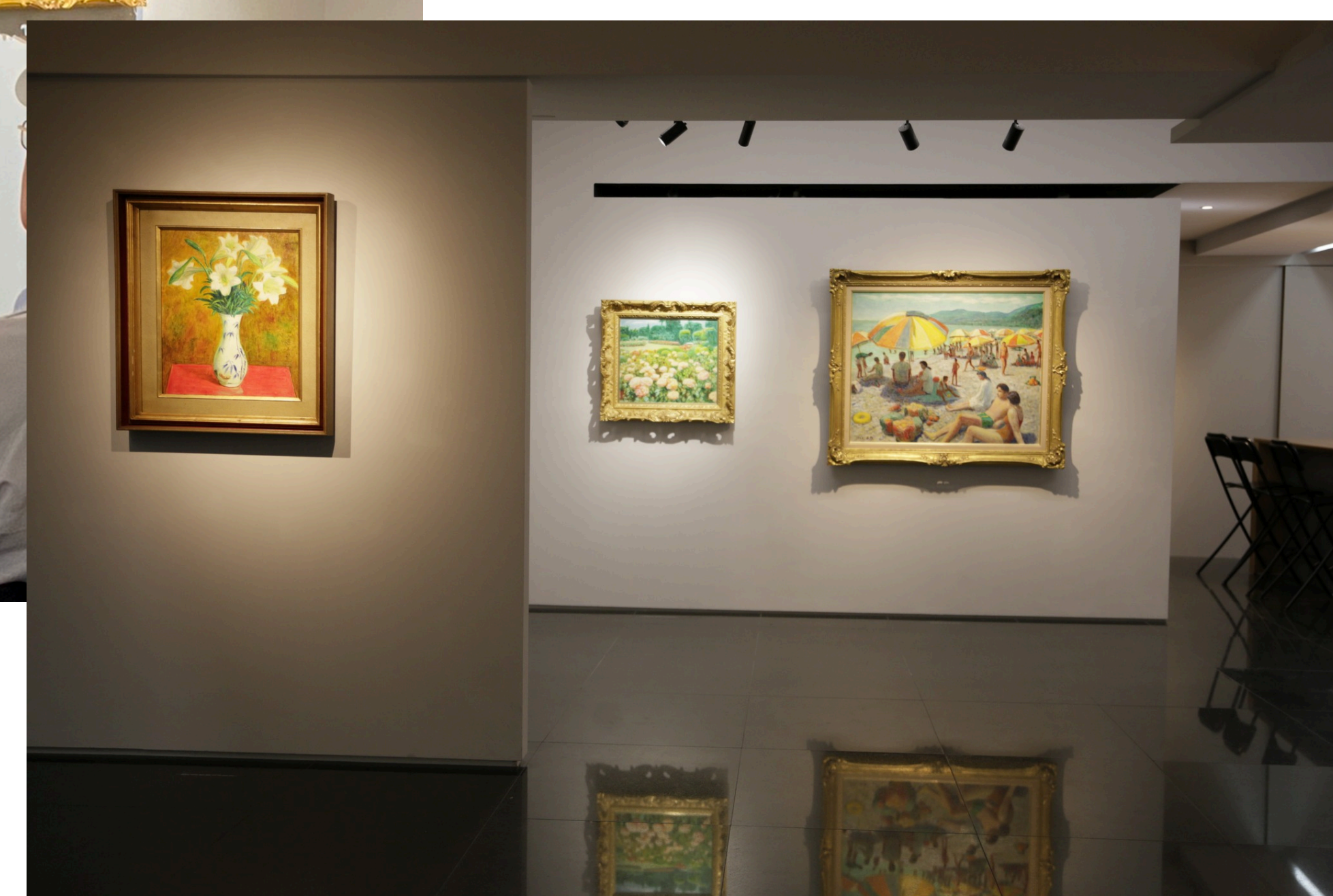
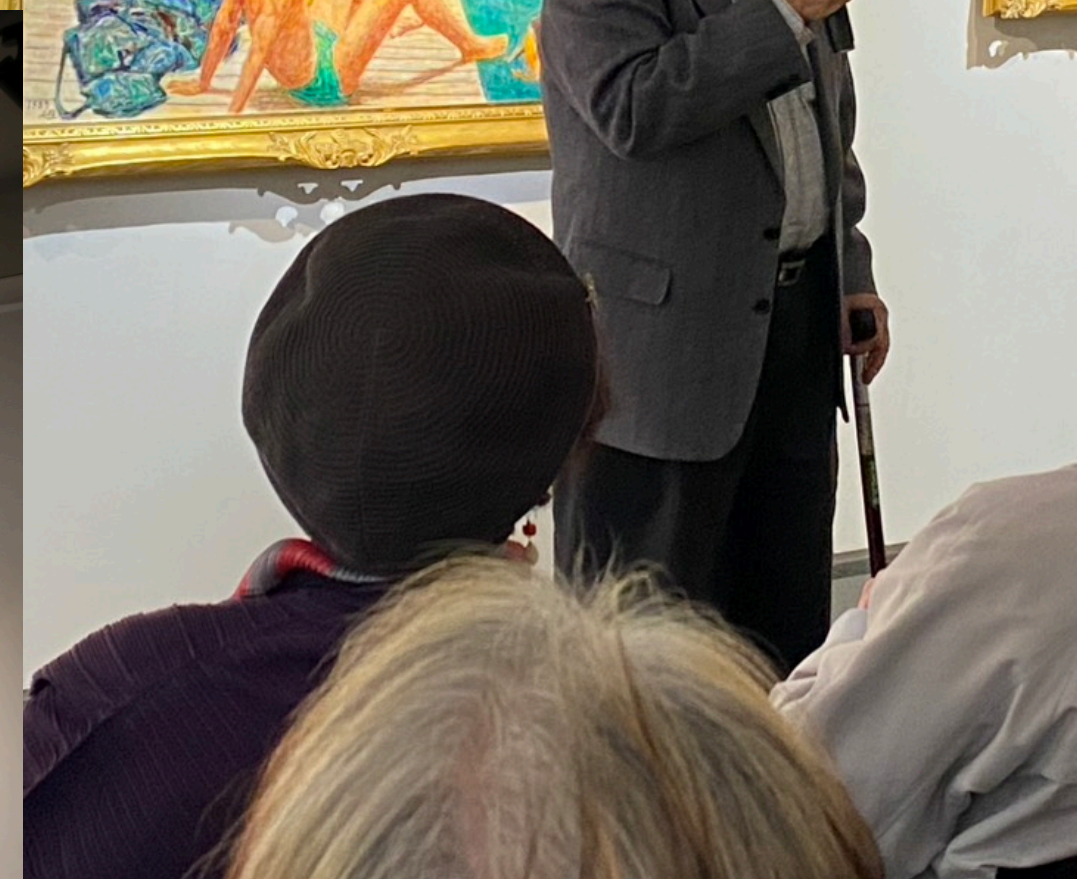
阿波羅畫廊

黃至正

環世界 No.13 , 2020

Apollo Art Gallery

李石樵 Lee Shih-chiao



Whitestone Gallery (Taipei)



Whitestone Gallery

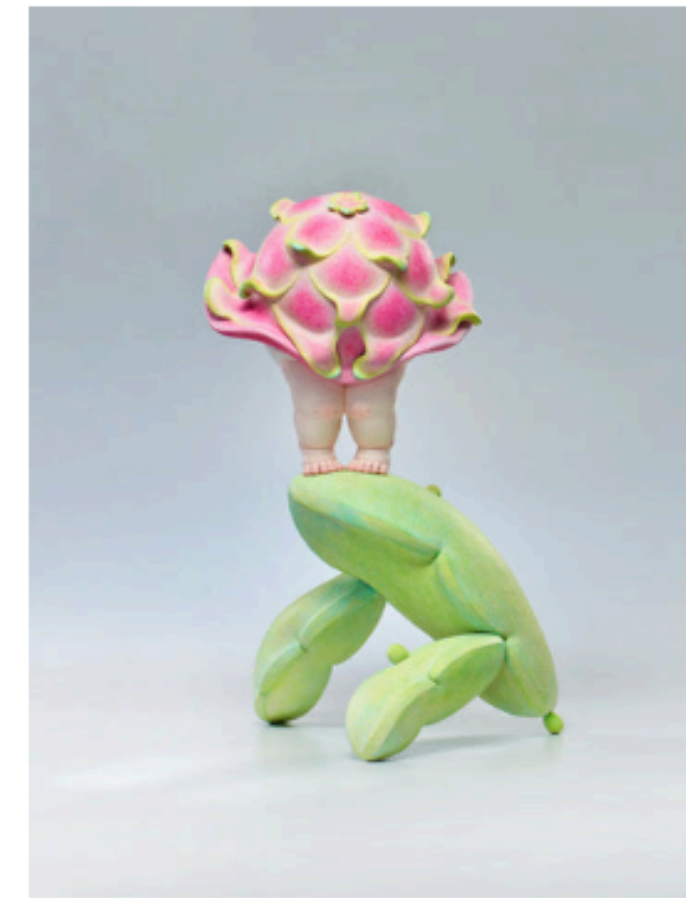
HUANG PIN TONG 黃品彤



Dance of Sunlight
Price: Private



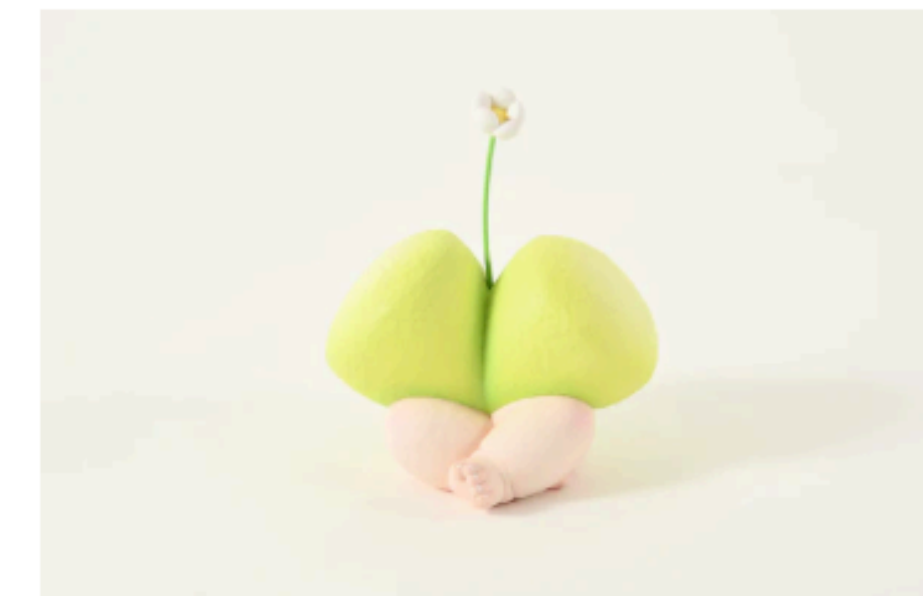
Abundance Spreading
Price: Private



Unveiling Limitless Hope
Sold



The View of Spring Mountain
Price: Private



The View of Summer Mountain
Price: Private



Ref: <https://www.whitestone-gallery.com/blogs/artist/huang-pin-tong>

Whitestone Gallery

小松美羽 Miwa Komatsu

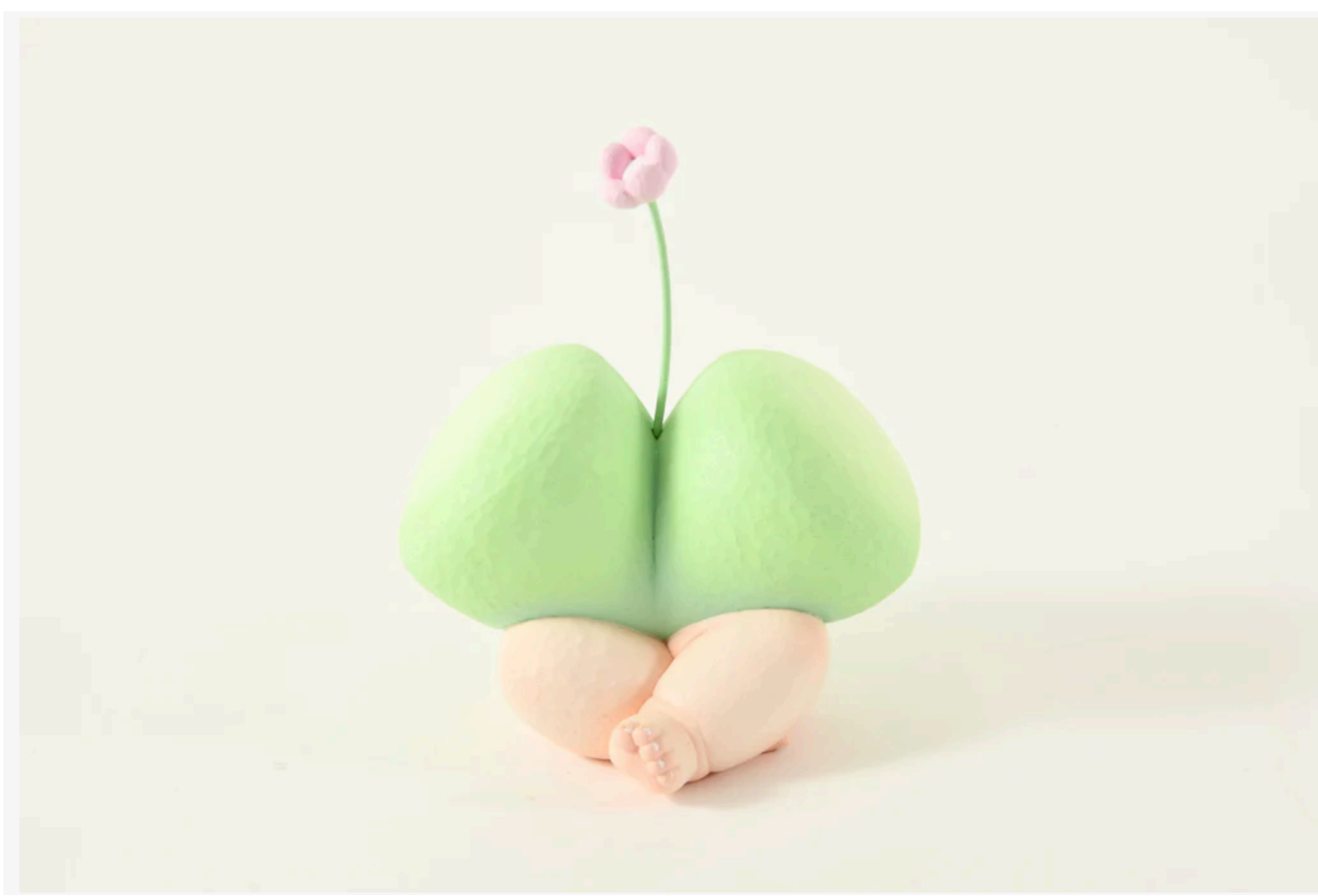


V. How I Evaluate Artists (Personal Opinion)

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- **Artists I personally appreciate**

- Miwa Komatsu
- HUANG PIN TONG
- Peter H. Harskamp (ref: <https://www.peterharskamp.com/taiwan/2023-art-revolution-taipei>)



Woman with Apple, 120 x 100 cm (sold)

Juggler, 130 x 90 cm (sold X-Power Gallery Shanghai)

VI. Conclusion

VI. Conclusion

- Art is not a fast-money market
- Why slowness, honesty, and sustainability are long-term strengths

END

Ref

- <https://artemperor.tw/focus/6887>
- <https://www.aga.org.tw/%E8%B2%B7%E4%B8%8B%E5%B1%AC%E6%96%BC%E4%BD%A0%E7%9A%84%E7%AC%AC%E4%B8%80%E4%BB%B6%E8%97%9D%E8%A1%93%E5%93%81/>
- <https://whereamber.com/london-diy-art-market/>
- <https://adamfayed.com/investment-options/13-best-online-art-auction-sites/>
- <https://www.facebook.com/apolloartgallery>
- <https://artemperor.tw/artist/artworks/3774?page=2>
- <https://www.wowlavie.com/article/ae1702480>
- <https://www.marieclaire.com.tw/lifestyle/art/77996>
- <https://www.chinatimes.com/newspapers/20170304001349-260508?chdtv>
- <https://zh.wikipedia.org/zh-tw/%E8%92%99%E5%A8%9C%E4%B8%BD%E8%8E%8E>
- <https://www.whitestone-gallery.com/zh-hant/blogs/articles-post/miwa-komatsu-sapporo>
- <https://www.whitestone-gallery.com/collections/huang-pin-tong/products/huang-pin-tong-0922103083>