

Abstract

This thesis critically analyzes the integration of contemporary African art into Western auction houses. It examines the history of Africa and a focus on the United Kingdom's past in exploiting African countries is analyzed using the existing literature. The art market and the impact of globalization and social media on African art will be analyzed to further gain knowledge about the increased attention from auction houses on incorporating African art. Lastly it will provide art market insights through expert interviews conducted to find issues and opportunities for western collectors collecting African art and auction houses having more African art in their sales. The analysis of the interviews shows an increased interest in African art from Western collectors, and that their interest is strengthened by the art works having a skillfully narrative. Furthermore, it showed that globalization is a big contributor, and that the African art market has a big potential in the future. The auction house expert interviews revealed that the main motivation for auction houses to incorporate niche art is to be financially successful, however it is important also to educate and start the conversation, hold events, and visit African countries to gain more knowledge.