

Budování značky v umění: Případová studie Damien Hirst

Bakalářská práce

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Abstract

This bachelor's thesis explores the phenomenon of personal branding and its application in the art industry, specifically focusing on Damien Hirst's personal brand. The theoretical section defines terms related to the practical part of the work, describing the branding mechanism and the process of creating personal brands in the world of art. Additionally, the most prominent branded galleries, museums, and auction houses are identified. The second section of the thesis conducts a content analysis of various information sources detailing Hirst's life, personality, and work, with the objective of describing the perception and development of the artist's personal brand. The study highlights Hirst's ability to leverage opportunities for building his brand, thanks to his understanding of the art market and consumer society. Hirst also recognized the importance of self-promotion through the media, which he frequently utilized to enhance his brand. Furthermore, the work examines Hirst's role as a brand manager who aimed to shock and attract attention. The thesis seeks to provide insights into the role of branding in the contemporary art world and contribute to the understanding of how artists can utilize their personal brand to achieve success.