

## **Abstract**

Due to development of sales of art work at auction in Czech republic author tries to demonstrate at chosen auction house an adequacy of communication channels. The analysis is not only based on scientific literature but also based on author own experience. The paper describes art auction mechanism that consists of choice of art work, setting adequate starting price, choice of the right target group and use of appropriate marketing and communication mix. Gradual development of auction houses in Czech republic began to form the strongest players in the market where it belongs Auction House Vltavín. The results of the study points out the use of its different communication and marketing methods, unlike the competition, but it does not guarantee better economic results and social prestige. Unique cooperation of Auction House Vltavín with another major auction house – Gallery Kodl provides uncommon possibilities to sell art works on the auction market. In reaching its permanent or potential customers it uses not only traditional means of communication, but also new information technology. The website of Auction House Vltavín over the competition include important space for brokering of art objects.