Abstract

Goals of paper are to create grounded theories that will answer the question „*how media inform about three art auctions*". First is Hascoe action in London auction house Sotheby's, second one is auction of painting Tvar Modré in Adolf Loos Apartment and Gallery and the last one is auction of collection of oil paintings by František Kupka in Dorotheum. Firstly I describe historical phases of auction market and then it's mechanism. Theoretical part consists of information about offer of analyzed action houses and focuses on uniqueness of art pieces, previous owners or marketing strategies. Practical part of analysis defines research issue, paradigm, research materials and describe selected media. Then alalyzes three grounded theories that consist of open coding, axial coding and selective coding. All these phases are illustrated on graphic models and identify theoretical codes. Finally I describe media image of analyzed auctions.