

Abstract

The work offers an analysis of the MXM gallery, located in Prague. It was one of the first private galleries to appear after the Velvet Revolution in 1989. In the post-communism atmosphere of the 1990s it experienced a great "boom" and quickly grew to become a significant institution and one of the most important private galleries in the city. The introductory chapter offers an overview and comparison with other private galleries that originated in the Czech Republic just after the revolution, followed by a brief historical background of the establishment and functioning of the MXM gallery. Attention is paid to the important personalities who shaped the artistic program and the theoretical background of the gallery, both being critically important. A significant part of the presented work is devoted to selected artists, who are mainly represented through their individual exhibitions. Since MXM activities extend beyond its own exhibition area, on Kampa, this text also investigates MXM activities at other locations in the Czech Republic as well as abroad. The gallery devoted substantial energy to establishing foreign contacts, which allowed it to present the works of various authors from many countries. The last chapter describes the sale of art work and the art collectors associated with MXM. The chapter offers insights into the art market of the 1990s as well as the fiscal management of the MXM gallery since its inception.