

CAPITAL AND COMPOSITION: ART IN ECONOMIC REALITY

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ABSTRACT

This paper explores the dynamic and evolving relationship between capital and artistic composition, revealing how shifts in economic structures have historically influenced the creation, distribution, and perception of art. Drawing from interdisciplinary research in economics, cultural theory, sociology, and art studies, the article traces the transformation of art from a symbolically autonomous practice to a financially integrated mechanism within capitalist systems. Through historical analysis, spanning from the mercantile era to the rise of the digital economy, the study examines how different forms of capital (mercantile, industrial, financial, and algorithmic) have redefined both the compositional logic of art and the role of the artist. Particular attention is given to contemporary phenomena such as the commodification of digital artworks, the rise of NFTs, and the influence of algorithmic visibility in shaping value. These trends suggest that art is no longer merely reflective of economic conditions but has become a tool for value generation within them. Composition today is increasingly informed by platform algorithms, data extraction, and monetization strategies rather than aesthetic or conceptual innovation. As a result, the autonomy of art is being restructured, and the artist's role is increasingly shaped by market logic and digital interactivity. The study concludes that the economic reality of art is no longer a peripheral concern but central to understanding contemporary artistic production and its socio-cultural function.

Keywords: Capital, Composition, Economics, Art, Reality.

INTRODUCTION

Art has always simultaneously been a “mirror” and “commentary” on changing social processes in time and space. However, over time, it has gone beyond the function of observation. Cultural production has gradually integrated into global economic structures and itself has become a market actor.

Traditionally, art was considered an autonomous space beyond the market, but today it is increasingly subject to the influence of capitalist value and economic need [1]. As a result, both its content composition and its functional role in society are changing [2].

The symbolic value of art is gradually shifting into the regime of economic value. It is no longer merely a means of aesthetic self-expression, but has become a financial asset, a subject of negotiation, investment, and speculation in galleries, museums, auctions, and digital platforms [3]. In the process of the financialization of culture, composition more often meets market demands than the internal needs of the artist [4].