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## **Appropriation Strategies in 20th-century Art in Croatia: Their Modes of Articulation and Impact on the Scope of Artistic Activity**

Artistic appropriation strategies, although well-researched on a global scale, have yet to be systematically researched in the context of artistic production in Croatia. Therefore, this dissertation aims to provide a deeper understanding of appropriation strategies, their development, and the circumstances of this with a focus on the second half of the 20<sup>th</sup> century which is marked by an upsurge in their usage.

The main research question of the dissertation being "In what way did appropriation strategies in Croatia develop throughout the 20<sup>th</sup> century and what factors influenced this?", the bulk of the work focuses on various manifestations of appropriation in the works of a small selection of Croatian artists (a core selection of 15 have been included in the author's dissertation).

The main hypotheses of the dissertation concern: (1) the parallel development of appropriation strategies and mass consumer society in Croatia; (2) a complex web of economic, social, and institutional factors which affect an artist's choice of using appropriation strategies; (3) the broadening of the scope of artistic activity as a result of this; (4) the altered status of artists who use these strategies and who, (5) as a result of this become alternative, marginal artists, or mavericks in society.

A brief presentation of the author's research so far will include a mention of some methodological and practical issues which have presented themselves along the way; mostly bureaucratic in nature and concerning the GDPR privacy law, but more importantly the impossibility (or at least great hardship) in an attempt to quantify and precisely measure certain factors in the domain of art history. A more positive overview of the research conducted so far will present the possibilities offered by an interdisciplinary approach to art history and researching artists' biographies. This will include a reference to documents (archival and otherwise) that have been useful so far (some legal in nature, others historical), as well as literary sources from other branches of the humanities and social sciences such as sociology and philosophy.

Whereas the main goals of the dissertation are to illustrate the way appropriation strategies developed in Croatia via artistic correspondences (with artists from abroad and within the country), within alternative artistic spaces, and as a result of a whole host of factors (social, institutional, economic, cultural, and political), the focus of this particular presentation will aim to summarize the importance of "casting a wide net" when it comes to establishing a broad contextual analysis of any one artistic work, and especially of an entire phenomenon,

in this case artistic appropriation strategies with the aim of establishing patterns and trends that can then be used to analyze the oeuvre of one (or several) artists.