Abstract
This article describes a business model currently used in contemporary art over the last few years. It has been applied to other art forms in peripheral areas. The relationship of this model with the prevailing one at an international level will be also analyzed. For this purpose, the model implemented by the Center of Visual Arts Di Tella in Buenos Aires will serve as an example. This is an institution that, in only five years, successfully modified the aesthetical criteria in Argentina, due to an increasing involvement in cultural affairs.

Keywords
Art, sociology, Buenos Aires, 20th century, Center of Visual Arts Di Tella