List o	of figures	<i>page</i> vii
List o	of tables	viii
List o	of contributors	ix
Ackn	owledgements	xv
В	ntroduction RIAN MOERAN AND JESPER STRANDGAARD EDERSEN	1
¢¢	Salon's life: field-configuring event, power and ontestation in a creative field ÉLÈNE DELACOUR AND BERNARD LECA	36
	rt fairs: the market as medium ON THOMPSON	59
	iennalization and its discontents EANNINE TANG	73
ar	taging auctions: enabling exchange values to be contested nd established HARLES W. SMITH	l 94
	he book fair as a tournament of values RIAN MOERAN	119
pı gl	iventing universal television: restricted access, romotional extravagance, and the distribution of value at lobal television markets	t 145

7	Europe steph peder	orming film product identities: the status effects of ean premier film festivals, 1996–2005 IEN MEZIAS, JESPER STRANDGAARD RSEN, JI-HYUN KIM, SILVIYA SVEJENOVA CARMELO MAZZA	169
8	animat	nstitutionalization and maintenance: the Annecy ion festival 1960–2010 LES-CLEMENS RÜLING	197
9		ion and transformation at the Fan Fair festival FER C. LENA	224
10	Between art and commerce: London Fashion Week as trade fair and fashion spectacle JOANNE ENTWISTLE AND AGNÈS ROCAMORA		
11	Ų	uring sustainability at fashion week KOV AND JANNE MEIER	270
12	An inconvenient truce: cultural domination and contention after the 1855 Médoc wine classification event GRÉGOIRE CROIDIEU		294
13	The retrospective use of tournament rituals in field configuration: the case of the 1976 'Judgement of Paris' wine tasting N. ANAND		321
Afte	erword	Converting values into other values: fairs and festivals as resource valuation and trading events JOSEPH LAMPEL	334
Aut	Author index		
Sub,	Subject index		353