

SUMMARY

This thesis leaves from the location and the compilation of the news appeared in the press on the carried out expositive activity in the city of Alicante during the period between 1950 and 1975.

The arrangement and analysis of this type of information have allowed to confront with guarantees the study of the characteristics and the evolution of this expositive activity, being able to state the existence of two fundamental periods. In the first place, a period in which the expositive activity was maintained, of almost exclusive way, by the public institutions and the Saving bank of the Southeastern of Spain. And secondly, a period marked by the expositive activity developed by the Saving bank of the Southeastern and the Provincial Saving bank. The event that determined the beginning of this second period in the alicantino artistic panorama was the celebration of the I National Hall Painting, that ended the emptiness caused by the disappearance of the Painting Aid of the Provincial Delegation, and that in 1965 generated an artistic debate without precedents in the city, influencing of decisive way in the later development of the artistic activity in Alicante.

Finally, the thesis also approaches the gestation of the galerístico market and the spectacular growth of the number of exhibition halls and galleries of art in the city, like reflection of the experienced economic development in all the province between 1971 and 1975.

The present doctoral thesis tries to contribute new data that contribute to deepen in the knowledge of the alicantino pictorial context, through a process framed in the line of investigation on the Valencian art from the hemerográficas sources, developed by the Department of Audio-visual Communication, Documentation and History of the Art of the Polytechnical University of Valencia.