

MULTICHANNEL

Sotheby's opens bidding for Warhol, Dal works to online audience

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Rodin sculptures on sale during Sotheby's Impressionist & Modern Art Day Sale

By STAFF REPORTS

Auction house Sotheby's is making it easier for consumers to bid on art from contemporary and modern masters through eBay's live auction platform.

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The Impressionist & Modern Art Day Sale on May 10 and the Contemporary Art Day Auction on May 12 will be accessible to eBay's millions of active buyers, who can sign up to bid live. This opens up museum-quality pieces to a wider international clientele, potentially raising the amount these pieces will go for.

Art online

The partnership between international auction house Sotheby's and online auctioneer eBay allows for more storytelling, according to executives from both brands at the Details Tech & Tastemakers Summit in 2014.

Through the partnership, announced that July, Sotheby's opens some of its live auctions to eBay's audience, as well as giving the auction house more of a platform to share content about pieces with an online audience. Providing more context helps as Sotheby's sells more items to bidders who cannot see the product in person ([see story](#)).

For these upcoming auctions, the 162 million active eBay buyers can register to participate at the same time as those situated in the physical room in New York. Sotheby's describes its partnership with eBay as "the classic Sotheby's experience, with an innovative twist."

Sotheby's Impressionist & Modern Art Day Sale includes items from Edgar Degas, Auguste Rodin, Pierre-Auguste Renoir, Pablo Picasso and Henry Matisse, among others.

Being held a few days later, the Contemporary Day Art Auction includes works by Andy Warhol, Frank Stella, Lee Ufan and Yayoi Kusama. A painting by Mr. Ufan's From Line series is expected to garner up to \$1.2 million, while a Warhol is projected to amass bids anywhere from \$1 million to \$1.5 million.

Leading up to its May sales of contemporary, modern and impressionist art, Sotheby's is hosting a two-week exhibit in its 10th floor galleries, which creates a dialogue between the artists in each period. For instance, "Imagine the Conversation" pairs three paintings by Pablo Picasso, John Currin and Edvard Munch, showing how they individually depict women.

Go Behind the Scenes of Sotheby's May Exhibitions

Sotheby's has been adapting to the increasingly digital world with new touchpoints.

In December, the auctioneer established an Apple TV channel, which enables it to host live events and deliver content to consumers' televisions ([see story](#)).

Sotheby's is also writing its next chapter with the launch of a mobile application for iPhone and iPad.

The multinational corporation was established more than 270 years ago and continues to thrive, indicating a willingness to adapt to changes technological and otherwise, with the app being merely the latest step. An increased mobile presence is a necessary step in connecting with an increasingly mobile audience ([see story](#)).

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