

ARTS AND ENTERTAINMENT

Anya Hindmarch's passion for Contemporary Art tapped by Sotheby's

August 26, 2016



Anya Hindmarch at her studio, image courtesy of Sotheby's

By JEN KING

British accessories designer Anya Hindmarch is taking on a new role as a guest curator for auction house Sotheby's.

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For #AnyaCuratesSothebys, the auctioneer invited Ms. Hindmarch to its galleries, where the designer then selected pieces to be included in Sotheby's Contemporary Art auction in London Sept. 16-19. As a successful designer with an eye for color, quality and craftsmanship, Ms. Hindmarch's guest appointment and her personal selections may lend a layer of trust for potential buyers that the artwork on auction is worth placing a bid.

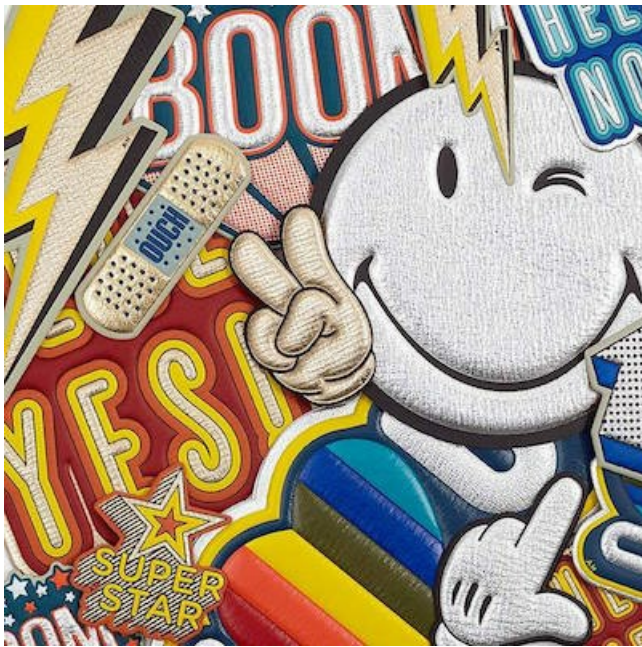
Anya's art

Ms. Hindmarch is known as a passionate advocate of British art and design and offers a "fresh and innovative perspective" to the auction.

As with any collaboration in the luxury space, authenticity is vital for a partnership's success. In this case, Ms. Hindmarch is not just lending Sotheby's the attention of her name and accessories line, but her knowledge of the Contemporary Art world as she is a trustee of both the Royal Academy of the Arts and the Design Museum in London.

Ms. Hindmarch made informed decisions for her auction curation, selecting pieces that inspire her as a designer and as an art collector. Known for her witty and creative Pop Art-inspired accessories, Ms. Hindmarch's design aesthetic translates to her picks for the auction.

#AnyaCuratesSothebys includes 12 pieces from artists such as Keith Haring, Andreas Gursky, Gerhard Richter, Eddie Peake, Sam Francis and others.



Anya Hindmarch leather stickers

"I think what really drives a great art collector is passion, you've got to love it and the impulse has got to be authentic," Ms. Hindmarch said in a statement for Sotheby's. "I know when I see a beautiful piece or something that affects me I can't not have it."

"I love the way Contemporary Curated brings together a new audience and allows people to look at a very personal edit," she said. "It's an amazing opportunity to be able to pick what you really love and really respond to."

Sotheby's planned the auction to run concurrently with London Fashion Week.

Personality-driven art sales are common as they work to spur interest in consumers who may not frequent auction houses.

Sotheby's recently commenced a countdown for a three-part sale of the art collection of one of the world's most beloved figures.

Beginning July 20, Sotheby's has displayed the art owned by rock n' roll legend David Bowie, who passed away on Jan. 10 this year from cancer he kept hidden from the public, in its galleries ahead of a three-part auction. Mr. Bowie was a well-known admirer of artists ranging from Andy Warhol to Damien Hirst, and the breadth of his collection and the enormity of his popularity promise large crowds ([see story](#)).