

ARTS AND ENTERTAINMENT

Christie's sparks UGC participation with outdoor display

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Exterior of Christie's New York auction house

By STAFF REPORTS

Auction house Christie's is enabling consumers to take on the role of auctioneer in a New York display.

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As part of its 250th anniversary efforts, Christie's has stationed a rostrum outside of its Rockefeller Plaza location in Manhattan, allowing passersby to snap a photo of themselves behind the podium. Creating a physical set for consumers' photographs may spur participation from even those outside the brand's immediate social network.

Taking up the gavel

Christie's rostrum is up from Oct. 26-28, from 10 a.m. to 5 p.m. each day. Consumers can step up behind the structure to act out their best auctioneer pose, complete with a gavel.

A backdrop behind the poser shows a painting of the house's founder James Christie along with text explaining the auctioneer's 250-year milestone.



Christie's rostrum

Consumers have posted their own shots with the hashtag #BeTheAuctioneer, raising awareness not only for the initiative but for Christie's business.

When brands reach key years in their history, UGC can be a means to celebrate with fans.

Italian fashion label Giorgio Armani culminated its 40-week celebration of its four-decade anniversary by putting the focus on its fans and friends.

Throughout 2015, Armani's #Atribute microsite explored weekly topics, including the brand's presence in the worlds of sport, food, music and architecture. At the launch of the project, consumers were invited to participate by submitting their favorite memories of the brand, which are now compiled as the 40th week's content ([see story](#)).

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