

ARTS AND ENTERTAINMENT

## Auctionata/Paddle8 creates context for sales with live storytelling

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*The Paddle8 Pad*

By STAFF REPORTS

Online auction house Auctionata/Paddle8 is appealing to the 21st-century collector with a series of sales presented in an entertaining format.

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"The Paddle8 Pad," which is curated by Paddle8 and powered by Auctionata, will broadcast 10 shoppable stories from a temporary residence in a London townhouse near Regent's Park. For the recently merged company, this initiative represents the first time it has pooled its respective expertise on a collaborative project.

Live from London

For each of the sales in The Paddle8 Pad, live video will be used to create a narrative around the items up for bid. Consumers can follow along and shop from desktop or mobile regardless of their physical location.

Auctionata/Paddle8 co-founder and chief information officer Alexander Gilkes and the company's U.K. CEO Patrick van der Vorst oversaw the curation of the sales. The selection was designed to reflect the lifestyle of a modern collector, while also offering a point of view.

The series kicks off on Nov. 29 with fine jewels, with pieces spanning Edwardian to modern from Tiffany & Co. and Cartier. Two sales titled "Start Collecting" feature a smattering of artworks, ranging from sculpture to paintings and prints.

Another event will center on 20th and 21st century furnishings from Zaha Hadid and Eames, while others will center on contemporary art or photography.



### *Inside the Paddle8 Pad*

"We are absolutely thrilled to be launching 'The Paddle8 Pad' in London," Mr. van der Vorst said. "The Paddle8 specialists have done an excellent job in curating these auctions with the aim of delighting and captivating modern collectors from across the world."

"Combining the expertise of Paddle8's UK team with Auctionata's technology, we can now offer exceptional pieces of contemporary art, luxury accessories and collectibles in a high-end setting where our customers can discover the stories behind the objects and make more meaningful purchases," he said.

The sales will run through Dec. 5.

Auctioneers Paddle8 and Auctionata's merger, announced earlier this year, aims to exploit a gap in the auction market.

Paddle8's focus on contemporary art and design and its timed auctions and charity sales format will complement Auctionata's "vintage luxury" and industry-first livestreaming, cross-pollinating their respective consumer base. The merger will help serve an online-oriented consumer segment at a more accessible price point, with items up to \$500,000 ([see story](#)).

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