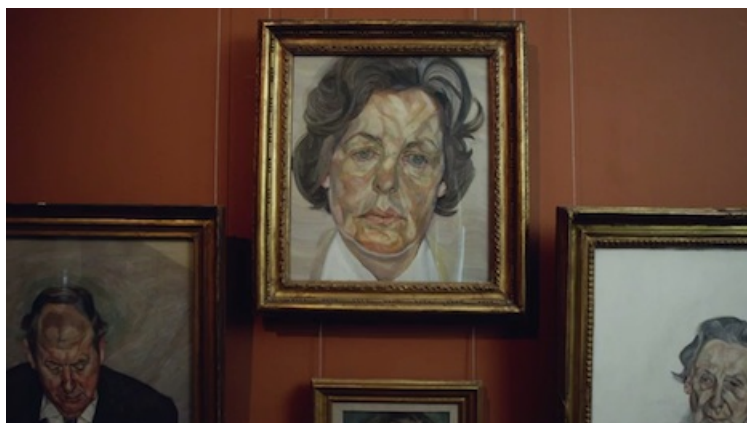


ARTS AND ENTERTAINMENT

Sotheby's paints innovative picture of art history in latest film series

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Sotheby's video of the Woman in the White Shirt

By BRIELLE JAEKEL

International auction house Sotheby's is putting a refreshingly innovative take on nonfiction documentation of art and history with a new series.

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"Treasures from Chatsworth," Sotheby's new online documentary series, showcases and tells the stories of art pieces from one of the largest, most important private art collections in the worlds. Presented by Savile Row tailor Huntsman, the film series has a unique take on what in the past had a more stiff representation with a unique cinematography style and stories and interviews from the family.

"Having launched Sotheby's Museum Network, Sotheby's Apple TV channel and our Amazon Fire app this year, it felt a natural progression for our video productions to evolve beyond one-off short films to the series format to engage with the growing global audience who are seeking to experience the world of art and collecting," said David Goodman, executive vice president, digital development and marketing at Sotheby's.

"Beyond our longstanding relationship with the duke, Chatsworth is the perfect subject for our inaugural series - suitably enthralling and aesthetically stunning," he said.

History and innovation

The Cavendish family has occupied the Chatsworth House estate, located in Derbyshire, England, since the 16th century. Since then, the family has acquired an impressive number of art pieces that Sotheby's is showcasing in its latest film series.

Spread across 13 episodes, **Treasures from Chatsworth** showcases various important pieces in the art collection with interviews from Cavendish family members and other experts close to the estate. The premiere episode tells the story of the painting *Woman in a White Shirt*, a portrait of the Duchess of Devonshire by artist Lucian Freud.

Freud's piece was extremely innovative at the time and sparked controversy from outsiders, but the 11th Duke of Devonshire knew the art was special and commissioned the work. The painting is extremely personal and was created by Freud becoming very close with the Duchess over hours of conversation.

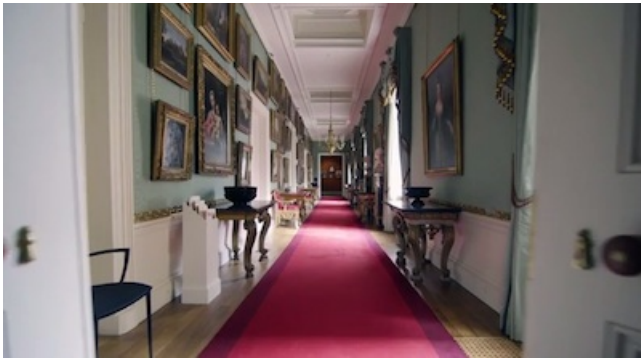


Piece of art from Chatsworth collection

An interview with the current Duke of Devonshire told the story of how the painting of his mother was created and the history behind it. Having the duke detail the story makes the video extremely personal and brings the viewer much closer to the storyline.

Other recent episodes feature collections and pieces such as The Jorge Lewinski Photo Archive and Da Vinci's Drawing of Leda and the Swan.

The collection features a wide range of art styles ranging in date from historic, classic to modern day. Voiced by former "Downton Abbey" actor Jim Carter, the video series gives an exciting take on the historic subject through exciting camera angles and shots paired with an intense score.



Chatsworth's impressive art collection

"Each short episode takes you on a journey where you are led, by the duke and duchess themselves as well as family members, artists and art experts, on an intimate journey that explores treasures both little-known and best loved in the collection," Mr. Goodman said. "But this is by no means a deluxe art historical house tour.

"The series goes to the heart of patronage and collecting as an art form in itself and the profound impact it has on the history of art as we know it. Access to extraordinary places and exceptional art, objects, history, expertise and stories is in Sotheby's DNA, and this series is an extension of this in a form we very much hope you'll enjoy - the first of many original films that will reveal the wonder of art and collecting."

Sotheby's is known for its innovation in marketing with art. For instance, British accessories designer Anya Hindmarch took on a new role as a guest curator for the auction house.

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 ([see more](#)).

Huntsman branding

Each episode begins with a clip inside Huntsman workroom, featuring tailors modifying and working on articles of clothing. The beginning is meant to tie the Huntsman brand into the series, as the tailor brand believes its values and brand image align.

Episode one of Treasures of Chatsworth

Huntsman is greater valuing its history right now as the Westminster City Council is putting protective policies in place to safeguard the integrity and character of some of its iconic neighborhoods, such as Savile Row.

Savile Row, known for its bespoke tailors, and the antique dealers and art galleries congregated in Mayfair and St. James' are facing pressure from other industries that want to move in on what have been their historic territories. Looking to keep these business areas intact, Westminster has enacted "Special Policy Areas," valid from Nov. 10, that will give the council greater ability to reject proposals that do not fit with the neighborhood's heritage ([see more](#)).

"What makes this series unique is the fact that the Dukes of Devonshire at Chatsworth have been commissioning contemporary craft, bespoke pieces of art for over 500 years, housing nothing but the best of the art world," said Pierre Lagrange, owner of Huntsman. "Over the centuries, Chatsworth have fused together heritage and modernity harmoniously, which is what Huntsman is all about.

"The work of Huntsman features extraordinary craft, and people often associate bespoke tailoring with the past," he said. "The goal of the campaign is to show how modern heritage can be and how attractive the ancient crafts are still for the discerning modern man."

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