

ARTS AND ENTERTAINMENT

Christie's expands West Coast footprint with Los Angeles flagship

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Rendering of Christie's Los Angeles flagship

By STAFF REPORTS

Auction house Christie's is responding to growing demand from Southern California clientele by establishing a new arts space in Los Angeles.

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The 5,400-square-foot flagship opening in April will be home to specialists across Christie's categories, providing a more local space for buying, selling and appraisal services. With this new location, Christie's is looking to increase its influence and presence on the West Coast by engaging with the local art scene.

Christie's in California

This new space joins Christie's existing Los Angeles office in Century City. The auction house established offices in Los Angeles in 1978 and in San Francisco in 1982.

The two-story multi-functional flagship is situated in Beverly Hills on North Camden Drive.

To design the building, Christie's tapped WHY, a team that has previously collaborated with the Los Angeles County Museum of Art and the Marciano Arts Foundation. The architects chose to wrap the building's faade in white pearlescent aluminum.

Inside, WHY prioritized flexibility, allowing Christie's to use the space to host a range of events, from live streams of auctions to parties, exhibits and educational programs.

The second floor houses private meeting areas and offices, providing areas for specialists to consult with clients on projects or their buying and selling needs. WHY expanded the second floor with a 1,400-square-foot addition, with the open, greenery bedecked space providing another option for an event venue.



Rendering of Christie's Los Angeles flagship

"The expansion of our West Coast footprint is a key growth initiative for Christie's in 2017," said Guillaume Cerutti, CEO of Christie's.

"With its vibrant community of major collectors, artists, tastemakers and cultural institutions, Southern California has been an important market for Christie's for nearly four decades and is now one of our most active regions for new buyers," he said. "With this new flagship, we are opening our doors to even greater engagement with LA's vibrant arts community and creating a dynamic convening space for both emerging and established collectors."

Even with this greater presence in Los Angeles, Christie's Rockefeller Center location in New York will still be the auction house's salesroom for the Americas.

Aside from this new West Coast hub, Christie's has also been expanding its presence in mainland China with new spaces in Shanghai and Beijing. The auction house says that China and the West Coast have seen the greatest numbers of new buyers in the recent past.

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