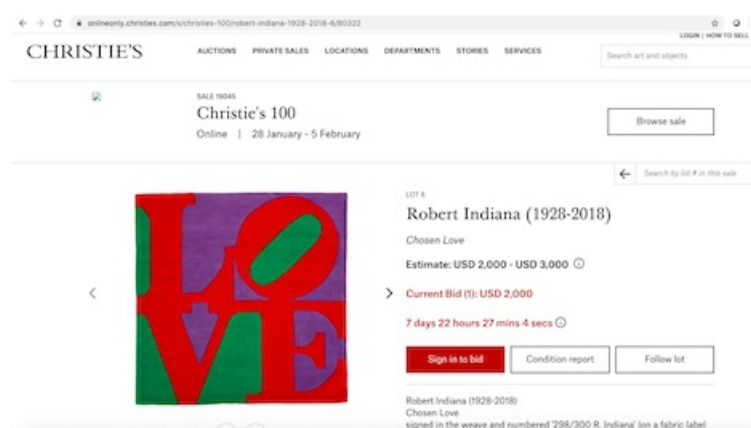


RETAIL

## Christie's targets budding collectors with accessible Christie's 100 online-only auction

January 28, 2020



Robert Indiana's "Chosen Love" artwork on fabric is up for auction at Christie's 100, an online-only bidding process. Image credit: Christie's

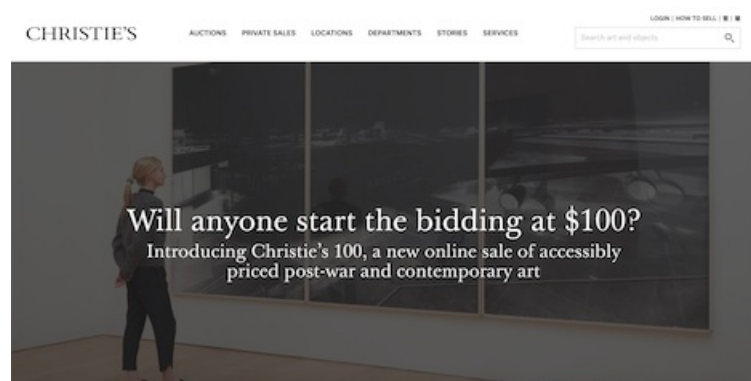
By STAFF REPORTS

Christie's has debuted its most accessible sale yet with Christie's 100, an online-only auction comprising nearly 100 lots with many of the starting bids set at \$100.

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The auction house's New York postwar and contemporary art department put together the sale that includes works from emerging and established artists. The idea is to attract new collectors to bid for work at Christie's and capture a larger share of the online market.

"It's been a goal to introduce a venue like Christie's 100 ever since I started putting together online sales, and after the encouraging success we've had selling online over the last few years, it's finally here," said Noah Davis, specialist for postwar and contemporary art at Christie's, in a statement.



Christie's 100 homepage. Image credit: Christie's

Art of sale

The sale will include collectible works from Yayoi Kusama, Robert Indiana and KAWS and photographs from Ryan

McGinley, Vik Muniz and Vera Lutter as well as works on paper from Barnaby Furnas, Richard Pettibone and Yves Tinguely.

Take Ms. Lutter's [Vera Lutter's Frankfurt Airport VII: April 24, 2001](#). That photo, taken in 2001, is estimated at \$20,000 to \$30,000. But if the opening bid is the only one, then it goes for \$100, plus the buyer's commission that Christie's charges.

Bidding runs through Feb. 5.

"We settled on the 100' model to keep the sale tightly curated and so that no starting bid would be beyond striking distance for the fullest spectrum of bidders," Mr. Davis stated.

"Establishing this new level of inclusivity means collecting contemporary art has never been easier," he said.

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