

IN-STORE

## Christie's auction welcomes new collectors, showcases top artists

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By JOE MCCARTHY

Christie's New York open sale of post-war and contemporary art Sept. 26 is geared toward acclimating novice art collectors while still enticing established collectors by offering pieces that are estimated to sell for \$350,000.

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The auction offers a selection of more than 400 works of painting, photography and sculpture by emerging artists and some lesser-known works by established 20th century figures. By inviting collectors of all backgrounds, the auction will likely generate more sales and create loyal attendants.

"First Open is all about exploring the market for accessible and affordable works of art and is geared towards new and seasoned collectors alike," said Capucine Milliot, senior public relations manager of post war & contemporary art at **Christie's**, New York.

"First Open provides collectors with the aptitude to explore the marketplace with confidence and the ability to acquire works by both established and emerging artists in the Post-War and Contemporary art field," she said.

Boundary splicing

The post-war and contemporary art auction will contain work from established and up-

and-coming artists.

Acclaimed artists featured in the collection include Mark Rothko, Oscar Murillo, Kerry James Marshall, Andreas Gursky and Tauba Auerbach.

Mr. Rothko's "Untitled" is an ink and gouache on paper and is estimated to go for \$200,000 - \$300,000.

Mr. Murillo's oil, oil stick, spray, dirt on canvas "Untitled" piece is estimated to bring in \$50,000 - \$70,000. At an earlier Christie's auction, a Murrilo piece fetched \$389,199.



*Oscar Murillo "Untitled"*

Ms. Auerbach's work strives to disrupt artistic boundaries and challenge our perceptual expectations. Her "Untitled Fold XVIII" is expected to sell for \$250,000 - \$350,000.



*Tauba Auerbach "Untitled Fold XVIII"*

All works will be exhibited before the auction at Christie's Rockefeller Center galleries from September 21-25.



*Andreas Gursky "Pyongyang II"*

Bridge over bridge

Christie's has worked to build loyalty among new consumer segments before.

For instance, Christie's furthered its ecommerce with its first online jewelry sale July 17-26 called "Summer Jewels" that features more than 100 lots from designers such as Lily Gabriella Elia, Olivia Wildenstein and Marina Bulgari.

The sale contains a wide range of price points to entice multiple consumer segments and

attract new customers to its ecommerce options. The auction house is increasing and diversifying its online sales to better showcase designers and consistently engage new consumers ([see story](#)).

Also, the auction house joined its fine wine and real estate segments with a new service to aid high-net-worth consumers who are interested in purchasing vineyards.

Vineyards by Christie's International Real Estate was formed in response to the growing demand for foreign wine and vineyards among Christie's customers, especially those in China and Hong Kong. The service will assist potential buyers by offering expertise from both Christie's wine experts and real estate specialists to simplify the process ([see story](#)).

In addition to opening this auction up to new collectors, Christie's engages in other promotional ventures to raise interest.

"The sales takes place twice a year in March and September and is complemented by a series of monthly educational events and gallery talks held throughout the year," said Ms. Milliot.

"From touring private collections and attending panel discussions to learning about the auction process and the tides of the art market, this innovative program demystifies the auction process and equips collectors with the tools that enable them to understand art and to participate knowledgably," she said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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