

## INTERIORS: A GLOBAL BRAND LED BY CHRISTIE'S SOUTH KENSINGTON



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The beginning of 2008 will see exciting new changes to the highly successful Interiors auctions at Christie's salerooms in New York, South Kensington and Paris. We will now be extending our new Interiors sales in London to over 30 weeks in 2008, complementing the annual calendar of connoisseur sales in specific categories at a higher price level. The New York House Sale category will be changing its name to Interiors to align with its sister sales in South Kensington and Paris, thus creating a new global brand. At South Kensington, the launch of the new Interiors sale schedule also coincides with the opening of our newly refurbished frontage and state of the art salerooms created specifically for these celebrated, decorative sales.

Christie's Interiors sales now handle a large proportion of the volume, middle-market business, combining an appealing mix of decorative arts categories under the umbrella of one sale, with the added advantage of all lots being sold in a single day. The sales combine furniture, British and Continental pictures, silver, Asian works of art, textiles, carpets, porcelain, sculpture, lighting, architectural and garden ornament, objects of vertu and much more. This extended programme leads the way to the freshest and most exciting approach to buying and selling art and objects in this area of the business, offering our buyers a frequent, chic and sophisticated alternative to retail outlets.

Previously many of the categories now to be offered in the new Interiors sales were sold in specific category sales, such as silver. This presented clients consigning across mixed categories with a mountain of paperwork, administered by the various departments for each of the various sales. One of the numerous great benefits of combining the various categories into one Interiors sale is that many mixed consignments can now be administered and sold much more quickly and simply, often dealt with all in one single Interiors offering.



**A GEORGE III SILVER  
TEA CADDY,  
MARK OF DANIEL  
SMITH AND ROBERT  
SHARP, LONDON 1760**

Rococo form on scroll feet, the body chased with flower and scrolls, the detachable cover with cone and foliate finial – 8oz. 5in. (12.5cm.) high  
Sold at Christie's South Kensington, 29th October 2006, lot 203, for £5,040

It is highly evident from our experience in selling single-owner collections that provenance is key to our buyers. The sold rates for our single owner collections outperform the rates for regular scheduled sales (often containing mixed anonymous consignments), by a significant margin. The new Interiors model of sale will give us the advantage of highlighting the provenance of large mixed consignments and keeping them together within the Interiors catalogues, thus garnering greater focus from the buyers who obviously appreciate knowing the background to the property on offer.

Another very significant advantage of selling under this new formula is its potential for cross marketing to a much larger proportion of Christie's substantial, global client base. The audience receiving a mailing of these catalogues will significantly increase as the various active client lists of the old,



**FRANCOIS DESNOYER (FRENCH, 1894-1972)**

*Le campanile et San marco vus de la salute*  
signed 'DESNOYER' (lower right)

oil on canvas  
25½ x 36in. (64.7 x 91.5cm.)  
Sold at Christie's South Kensington, 4th March 2007, lot 313, for £3,840



category specific sales are encompassed. This, when coupled with both a direct and an electronic marketing campaign, results in a total outreach of over 16,000 Christie's clients for each Interiors sale at South Kensington. Furthermore, the service is further enhanced by the ever growing, popular and successful online service provided by Christie's LIVE.

Christie's LIVE was first launched in July 2006, and in its first fourteen months of operation, US\$29.9 million has been sold online in 433 sales, with over 36,100 online bids accepted – and the combined value of winning bids and direct underbidding online standing at a remarkable US\$90.5 million. Interiors sales

are all sold via Christie's LIVE, as more and more clients wish to bid from the comfort of their home or office.

Christie's South Kensington leads the art business environment not only in terms of its innovative sales programme, but also by aiming to be the most accessible, interesting and efficient saleroom of its kind. In 2004, Christie's South Kensington opened its doors to clients seven days a week, and within a few months our weekend visitors represented an astonishing 80% of the total for the full week. All Interiors sales are now on view on both Saturdays and Sundays for prospective buyers.

Shortly after opening seven days a week, Christie's South Kensington introduced our Sunday Sales programme. These sales are composed of small private single owner collections, often with mixed categories of furniture, pictures, silver, objects and porcelain. The sales have proved astonishingly successful, with packed salerooms of private and trade clients resulting in a consistent 90% and above sale success rate, both by lot and by value. The Sunday Sales will continue in the new sales programme and will be incorporated into the new Interiors model, with ten such sales planned for 2008.

To add to the variety and appeal of Interiors sales at South Kensington, there will be six selected sales that will feature the finest lots at a higher value threshold. Four of these sales will be subtitled *Style and Spirit*, and will contain the cream of the mixed categories. The other two will be entitled *Oak Edition*, and will feature the best of early English furniture, complimented by early European sculpture, textiles, folk art, works of art and pictures including naïve paintings.

As the world's leading art business, Christie's is committed to developing and promoting all areas of our operations as strategically and successfully as possible to gain the best results for our clients. While investing in emerging markets and holding high profile sales in new geographical locations, Christie's also is confidently differentiating itself from our competitors by celebrating diversity and continuing to invest in and grow our middle and high volume sales.

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