

# CHRISTIE'S

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## CHRISTIE'S OPENS NEW ART SPACE IN ROCKEFELLER CENTER

Renowned Architect Annabelle Selldorf Designs New Space

New Galleries To Focus On Private Sales



**New York** – Christie's is expanding its ground-floor exhibition space in its landmark Rockefeller Plaza location in the heart of Midtown Manhattan. The new galleries, known as The West Galleries, will open in November 2014 and will be largely dedicated to showing art for Private Sale, with additional flexible exhibition space. Designed by Selldorf Architects, the new space adjoins the current galleries, and provides an added 11,000 square feet to accommodate five new private viewing rooms as well as exhibition space.

*"There is increasing dynamism in art collecting globally,"* comments Steven Murphy, Chief Executive Officer, Christie's. *"Audiences wish to engage with art and acquire it on a more regular basis. In addition to our regular calendar of auction sales, this global desire is underpinning the growth of the art market. Our stunning new space in the historic ground floor surroundings of Rockefeller Center allows our clients even greater access to art for sale. As we continue to expand into new territories globally, this significant investment in our headquarters in the Americas reflects increased interest and activity from clients in this region, particularly in the area of Private Sales."*

Marc Porter, Chairman of Christie's Americas and International Director of Private Sales, states: *"We are thrilled to announce the expansion of Christie's gallery space in New York, which will primarily serve our vibrant, and growing, Private Sales business. The additional gallery space will host exhibitions to further engage public audiences with*

*spectacular art, as well as bespoke experiences for collectors to connect with art, objects, jewels and watches, 365 days a year through Private Sales.”*

The Selldorf Architects-designed galleries were inspired by the art deco environment of Rockefeller Center, with terrazzo flooring and period pendant lamps in the reception and lobby area. White oak flooring and cerused oak doors complete the finishes in the gallery and showrooms. Selldorf Architects is known for its cultural work, having completed projects at various museums and galleries.

Details of the West Galleries include:

- Additional 11,000 square feet.
- 5 viewing rooms ranging in size from approximately 200 to 700 square feet, allowing works to be viewed in various ways.
- 2 additional flexible exhibition spaces; *The Long Gallery* is 97' in length with buff-colored terrazzo floors, and *Gallery 8* is a 25 x 49' gallery with 16' ceilings.
- Specialized lighting that allows art to be highlighted by a vast range of warm to cool tones, spotlights or wall washes.



Christie's Private Sales is a growth area of the business, with sales increasing 16% in the first half of 2014, to total \$828.2 million. Private Sales is a parallel service to selling items at auction and offers an environment that is completely personalized. Specialists work one-on-one with consignors and buyers to meet a variety of collecting needs— from acquiring a specific work, to buying or selling outside the auction timeline, and more. The new galleries will share the same main entrance at 20 Rockefeller Plaza on 49<sup>th</sup> Street, thereby offering collectors a seamless experience whether viewing works for auction or private sale.

Upcoming exhibitions will be announced in the coming weeks. Recent selling exhibitions in New York have included *Ruth Asawa: Objects & Apparitions*, *Super/Natural: Contemporary Korean Art*, *Ettore Sottsass: Important Works from a Private Collection*, and *Illustrating America: Norman Rockwell and His Contemporaries*.

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#### **About Christie's**

Christie's, the world's leading art business, had global auction and private sales in 2013 that totaled £4.5 billion/ \$7.1 billion, making it the highest annual total in Christie's history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery. Private sales totaled £760.5 million (\$1.19 billion) in 2013, an increase of 20% on the previous year.

Christie's has a global presence with 53 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

*\*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

#### **About Selldorf Architects**

Selldorf Architects, a 65-person firm in New York City was founded by Annabelle Selldorf, FAIA, in 1988. The firm's work includes public and private projects that range from museums and libraries to a recycling facility, and at scales encompassing the construction of new buildings, restoration of historic interiors, and exhibition design.

Clients include cultural institutions and universities such as the Neue Galerie New York, the Sterling and Francine Clark Art Institute, and Brown University. In addition, the firm has created numerous galleries for David Zwirner, Hauser & Wirth, Gagosian and Gladstone Gallery among others, and designed exhibitions for Frieze Masters and the 2013 Venice Art Biennale. Selldorf Architects is currently designing an expansion for the Museum of Contemporary Art San Diego and converting a former rail depot into LUMA Arles, creating 46,000 sf of gallery space for this new contemporary art center in Arles, France.

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*Images available on request*

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