

# CHRISTIE'S

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## **Anthea Peers Appointed President of Christie's Europe, Middle East and Africa**

## **Dirk Boll Takes on New Role as EMEA Deputy Chairman of 20<sup>th</sup> and 21<sup>st</sup> Century Art**



Christie's announces changes to its senior team in the Europe, Middle East and Africa (EMEA) region, with the promotion of Anthea Peers, formerly Global Managing Director for Christie's Private Sales, as President of EMEA, and the appointment of current EMEA President Dirk Boll to a newly created role as EMEA Deputy Chairman of 20<sup>th</sup> and 21<sup>st</sup> Century Art. Both appointments will take effect from 4 April 2022.

Christie's Chief Executive Officer, Guillaume Cerutti, commented: *"Anthea has all the qualities to become our new president for Europe, the Middle East and Africa, a strategic role that requires organisation skills and business acumen. I'm also pleased to know that Dirk Boll's great talent in leading and cultivating client relationships in Europe will continue to thrive in his new role for Christie's 20th/21st Century art department. They are both respected professionals and well-loved colleagues."*

Anthea Peers joined Christie's in 2006 and has built a diversified career, most recently holding the position of Global Managing Director of Private Sales since 2019, an area of the business which had its best year to date in 2021, leading the market with \$1.7B in private sales. Prior to this, Anthea was Client Strategy Director for the Classic Art Group and led plans for the then new Classic Week series of sales, now a regular sales fixture globally at Christie's. In her new leadership role for EMEA, based in London, Anthea joins Christie's dynamic team of regional presidents, alongside Bonnie Brennan, President Americas, Cécile Verdier, President France, and Francis Belin, President Asia Pacific.

For the past five years, Dirk Boll has led the EMEA team, navigating the joint challenges of Brexit and the pandemic, while orchestrating a successful and high-profile calendar of auctions. Alongside his new specialist role, Dirk will continue to lead Christie's Education globally as well as the EMEA Equity, Diversity & Inclusion programme, and also will join the Christie's team focusing on sustainability efforts. He joined Christie's in 1998, working in London before moving to Germany to head the Stuttgart office. In 2004, Dirk transferred to Zurich to become Managing Director before returning to London in 2011 as Managing Director, Continental Europe prior to his taking up his role as President of EMEA in 2017. Dirk is also Professor for Art Management at the University of Hamburg and has published widely on the subject of the art market for more than a decade.

Anthea Peers, commented: *"I am honoured to be appointed to this exciting position at Christie's. There is much to be done to address the many opportunities and challenges we face in the major markets of the UK, Europe, the Middle East and Africa."*

Dirk Boll, commented: *"I am eager to embrace my new role on the senior leadership team of our 20<sup>th</sup> and 21<sup>st</sup> Century Art department. Believing in life-long learning, I look forward to spending more time immersed in the art we steward, my great passion."*

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#### About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction (Leonardo da Vinci's *Salvator Mundi*, 2017), for a single collection sale (The Collection of Peggy and David Rockefeller, 2018), and for a work by a living artist (Jeff Koons' *Rabbit*, 2019).

Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Recent innovations at Christie's include the groundbreaking sale of the first NFT for a digital work of art ever offered at a major auction house (Beeple's *Everydays*, March 2021), with the unprecedented acceptance of cryptocurrency as a means of payment. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability through net zero carbon emissions by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

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