

CHRISTIE'S

PRESS RELEASE | LONDON / NEW YORK / HONG KONG

EXPERIENCE CHRISTIE'S ONLINE

NEW Enhanced Digital Viewing for Private Sales Pages

Free Online Access to NEW Educational Videos, Collector Interviews, Discovery Stories and Dozens of Collecting Guides Across Categories

NEW Series 'Art as Therapy' Launching on Social Media

NEW Online Sales Calendar includes Wine, Handbags and Chinese Decorative Arts



Yayoi Kusama, *Pumpkin*; Chinese embroidered robe made for Emperor's Consort; Pierre Soulages, *Peinture*, 1983 – all [available for Private Sale now](#)

WORLDWIDE – As collectors and art lovers turn increasingly to digital access as a primary means to learn, enjoy, browse and buy artwork and luxury items, Christie's has refreshed its online offerings across numerous collecting categories and launched several new initiatives.

A new, enhanced **Private Sales [site](#)** offers online viewings and immediate purchase options for collectors of fine and decorative arts, jewelry and watches. Rich, new **Content** will be launched to engage, inspire and educate our art loving audience; and a refreshed calendar of **online sales** provides collectors with continued opportunities to bid and buy, with more sales to be added in the weeks ahead. An example of one of the Impressionist and Modern Art specific Private Sales site, may be viewed [here](#).

Matthew Rubinger, Deputy Chief Marketing Officer, commented: *"We recognize that art and objects are an important source of enrichment and enjoyment for so many, and our focus these*

last weeks has been on refreshing our digital offerings in several key areas. Our goal is to ensure our doors remain open from a digital standpoint, so that our audiences across the world can continue to engage with us, whether that means learning more about their favorite collecting category, seeing a work of art in a virtual viewing room, or bidding on an item through our trusted online sale platform.”

Key Digital Initiatives



Private Sales

- Christie's Private Sales channel offers an array of artwork and luxury items for immediate purchase, with enhanced preview capabilities (see selection above).
- Christie's Private Sales is a seamless year-round service for buying and selling art outside of the auction calendar.
- Collectors still have an appetite for acquiring works, and the private sales channel is perfectly equipped to meet their demands.
- You can read more about Adrien Meyer, Head of Private Sales [here](#).
- The enhanced Private Sales site may be viewed [here](#).

Online Sales

- Each sale includes items at multiple price levels, to suit a broad range of collectors
- Clients new to auction bidding often prefer the ease of bidding online - 41% of new buyers at Christie's in 2019 started online.
- **UPCOMING SALES:**
[Wine 24 March – 7 April – LIVE NOW](#)
Pavilion Online: Chinese Art – 21 -28 April
Handbags 26 May – 11 June
...with additional sales to follow



Château Lafite-Rothschild 1990, Pauillac, 1er cru classé, Estimate: \$5,500 - 7,500

Education and Accessibility through Content



- With our new 'Art as Therapy' series, uplifting stories commissioned to inspire for this particular moment, we will enrich our audiences via content such as '[From the inside out — 10 scenes from the artist's window](#)', 'Gardens in Art' and 'Create with Christie's'.
- Listen to Podcast series, 'Think Like an Art World Expert' from Christie's Education.
- Visit regular columns including 5 Minutes With, Artist Guides, Collecting Guides, Meet our Specialists, Studio Visits and dynamic videos across all categories. Recent articles include:
 - [From the inside out — 10 scenes from the artist's window](#)
 - [The mystery of the 'free-range sculpture' that simply disappeared](#)
 - [100 art-world Instagram accounts to follow right now — Collectors](#)
 - [How frames can define our perception of art](#)
- Digitally visit our exhibitions with virtual tours/360 views of landmark exhibitions at Christie's New York and

London galleries:

[The Peggy and David Rockefeller Collection](#) (May 2018)

[Classic Week New York](#) (New York, October 2019)

[Art Adorned: Christie's x Dolce&Gabbana Alta Gioielleria](#) (London, 22 November – 3 December).

[Maharajas & Mughal Magnificence \(New York, June 2019\)](#)

[Classic Week at Christie's London](#) (London, July 2019)

- **Social Media** - Christie's has a presence across all major channels: Facebook, Instagram, Pinterest, Twitter, and WeChat. Alongside [@christiesinc](#), we have subject specific accounts that include [@christiesinteriors](#), [@christiesjewels](#), [@christieswatches](#), [@christieshandbags](#), [@christieswine](#).

Notes to Editors:

Enhancing our Digital Experience continues to be a key strategic priority for Christie's in 2020, building on **successes in 2019**

- Unique visitors to christies.com up 19% YOY - 13 million unique visitors from 186 different countries
- Visitors to Christie's Content Channels grew 32% - one third of all visitors to Christies.com view digital content YOY
- Total sales of art online (online absentee, online sales and LIVE) reached £209.5 up 11% (\$270.4 up 8%) from £188.3 million (\$250.4 million) in 2018
- 64% of all global clients bought or bid online in 2019
- 60% of all new buyers came via Online sales, Christie's LIVE or Online Absentee bids

- Online sales continue to recruit the largest number of new buyers - 41%
- Instagram (non-paid) traffic grew 53% with 1.5 million followers across corporate, departmental, and specialist accounts, allowing the maximum exposure and engagement
- Christie's launched a new WeChat 'Mini Program' with tailored editorial content, direct chat feature and access to live auction lots – the only international auction house to make this investment
- New online auction estimate tool, resulted in an 162% increase in submissions

PRESS CONTACT:

Lee Bingle | +852 2978 9966 | lbingle@christies.com
 Nicky Eaton | +44 207 752 3243 | neaton@christies.com
 Erin McAndrew | +1 212 636 2680 | emcandrew@christies.com

About Christie's

Christie's, the world's leading art business, had auction sales in 2019 that totalled £4.5 billion / \$5.8 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie's offers around 350 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. Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

###

Images available on request

FOLLOW CHRISTIE'S ON:

