

## dealers' diary

# PADded out with style, substance and sales

*FRIEZE Masters* may have secured more column inches, thanks to the dominance of its brand and novelty, but across town in Mayfair *PAD London* (October 15-19) – now in its eighth year, practically an old retainer in comparison – continues to be a stylish top-end fair with a harmonious mix of exhibitors.

The French-run event, directed by **Patrick Perrin**, drew over 25,000 visitors and delivered solid sales for many of its 62 exhibitors, thanks to its loyal following of international collectors and its ability to attract London buyers with the pockets to pay a six-figure sum for a sleek coffee table by a 'name' designer.

*PAD's* Berkeley Square venue is much more convenient than *Frieze Masters'* home on the north side of Regent's Park. It gives the former the edge on repeat visits, which always help to close deals.



Left: Katie Jones' stand at *PAD London*.

The mix at *PAD* is of Modern and Contemporary art, along with design mixed with antiquities, tribal art, jewellery and photography. Topping the Modern art sales were two deals by **Galerie Gmurzynska** from Switzerland involving works by Robert Indiana and Yves Klein, each for around \$2m.

First-time exhibitors **Robilant + Voena** sold two white paintings and a bronze sculpture by Agostino Bonalumi, alongside works by Paolo Scheggi, who is currently the subject of a solo show in

their Mayfair gallery, all priced between £100,000 and £300,000.

Modern Brazilian design proved popular and specialists **Galerie James** sold out in the first three days of the fair, while **Modernity** sold the majority of their pieces on the first day, including a chaise longue from 1923 by Swedish designer Uno Åhrén, priced at £120,000.

The opening days also saw the sale of François-Xavier Lalanne's *Mouton de Laine* at **Jean David Botella** for over £500,000, and a dresser by Christopher



Dresser sold for six figures at **Oscar Graf**.

Antiquities have grown in profile at this event in the past few years and, exhibiting for the first time this year with an eye-catching stand right by the entrance was **Michael Hedqvist** of **Phoenix Ancient Art**, based in Switzerland and America. Speaking on the Saturday, he was pleased with how the event – his only London fair – had gone so far and said he had met good people. His sales included Head of Amun, an Egyptian red granite sculpture from late 18th Dynasty, c.1332-1292BC, for an asking price of £2m and a large fragment of a Hathoric Capital, Egyptian from 3rd-1st century BC (pictured) for six figures, alongside other six-figure sales.

Another first-time exhibitor was **Katie Jones**, a London-based dealer with contemporary ceramics, metalwork and screens from Japan. As an exhibitor with lower-value pieces generally in the lower thousands at what is, like *Frieze Masters*, an expensive fair (basic stand rents range

**Above:** a large fragment of a Hathoric Capital, Egyptian from 3rd-1st century BC, sold for a six-figure sum at *PAD London* by new exhibitor Phoenix Ancient Art.

from around £25,000 upwards), she was relieved to tell me afterwards that it had all gone very well – she had sold every day to clients both old and new, from Switzerland, the UK, US and France. She noted that it's a fair with a very European clientele, particularly French, with fewer American visitors and, having enjoyed it immensely, plans to come back next year with more metalware, glass and bamboo pieces alongside the ceramics. Her sales included a pair of silk six-panel screens by Yamasita Chikusai (1885-1973) priced at £20,000.

*PAD London* returns to Berkeley Square next year from October 14-18, while its sister event, *PAD Paris*, the original event with a more design-focused offering, is from March 24-29.