



TIM JEFFERIES ON:

# PAD London

**Rebecca Wallersteiner** talks to Tim Jefferies, director of Hamiltons Gallery, about why he thinks the Pavilion of Art and Design Fair London (PAD) is important for Mayfair



***Is PAD an important fair for Mayfair?***

Without interruption, the Pavilion of Art and Design Fair (PAD) has been a key cultural event on Mayfair's art calendar since 2007. It has become renowned worldwide as London's leading fair for 20th-century art, design and decorative arts.

***As an esteemed and long-standing member of PAD's Selection Committee, which sets the fair's high standards, what do you look for?***

PAD is very small and old-fashioned in a way – rather like a boutique art fair. It offers exclusivity and an elegant, rather Parisian presentation, while maintaining a convivial, collegiate atmosphere. It is very glamorous, very

chic! We aim to keep it that way. Exclusive international galleries from around Europe, North America and Asia come together to offer coveted pieces of museum quality. The fair cultivates eclecticism, authenticity and connoisseurship with passion and flair. It epitomises how modern art, photography, design, decorative and tribal art interact to create individual and stunning interiors. Its boutique setting is designed to inspire collectors, museum experts, interiors specialists and the public alike, making PAD the only event of its kind.

***Is Berkeley Square an effective location for PAD?***

London is the epicentre of the art world; Mayfair is the centre of London, and Berkeley Square is the vibrant heart of Mayfair, so PAD couldn't be better situated. It boosts the life and prosperity of the area, as it is important for people staying in hotels, for collectors, galleries and people who organise the art fairs.

***You've been dealing in art, in Mayfair, for around 30 years. Did you inherit your business?***

No. I built it up from scratch. I've created an exclusive niche, and it is not an experience many other galleries offer.

***In 2013 Hamiltons won Best Stand at PAD. Does the fair's boutique quality appeal to your clients?***

PAD is an oasis of calm in the madness of London. You could lose yourself there for →



LEFT: AMAZONIAN TAPIRAPÉ SEMI CIRCULAR CEREMONIAL ENEMY WARRIOR DANCE MASK UPÉ, IMAGE COURTESY OF FINCH & CO

ABOVE: IMAGE COURTESY OF HAMILTONS GALLERY  
BELOW: GROWTH TABLE BY MATHIAS BENGTSOON IMAGE COURTESY OF GALERIE MARIA WETTERGREN

the whole afternoon. Our clients love walking around PAD as it is not too bright and not too noisy! You don't, at any point, develop art fair anxiety. Our clients often return to PAD multiple times and bring their friends to see something that has caught their eye.

**What does your gallery specialise in?**

For 30 years I have been dealing in outstanding photography and my gallery has become world-renowned for this. I help to inform clients when it comes to collecting across creative categories; photography, sculpture and painting. Over the years we have represented and exhibited the modern masters of photography: Irving Penn, Richard Avedon, Helmut Newton and Robert Mapplethorpe, to name a few. In addition to

these luminaries we also represent Annie Leibovitz, Herb Ritts, Horst P. Horst and Albert Watson. Photography is magical and reveals not only what is there but what is not there.

**Is Hamiltons planning a particular theme for PAD 2015?**

The atmosphere will be very glamorous and influenced by the 1970s.

**Is there anything you would like to change about PAD?**

I would like to see more painting dealers at the fair. PAD is continuously evolving and it is difficult for the organisers to bring in new elements to keep things fresh, yet maintain the fair's exclusivity.

**Do you share clients with Frieze?**

Inevitably, as PAD takes place in the same week. People tend to move around the fairs. PAD has a sophisticated Parisian atmosphere and allows a far more leisurely pace than Frieze. You can walk around it in an hour or two and enjoy a glass of champagne with friends in the lovely bar to unwind. This year's PAD restaurant and Ruinart bar will be designed by Francis Sultana and inspired by post-war Paris.

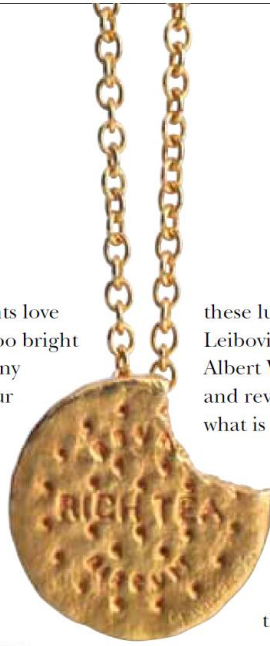
**Do you like figurative art?**

I love the paintings by Francis Bacon and Lucian Freud.

**Have you ever discovered a masterpiece?**

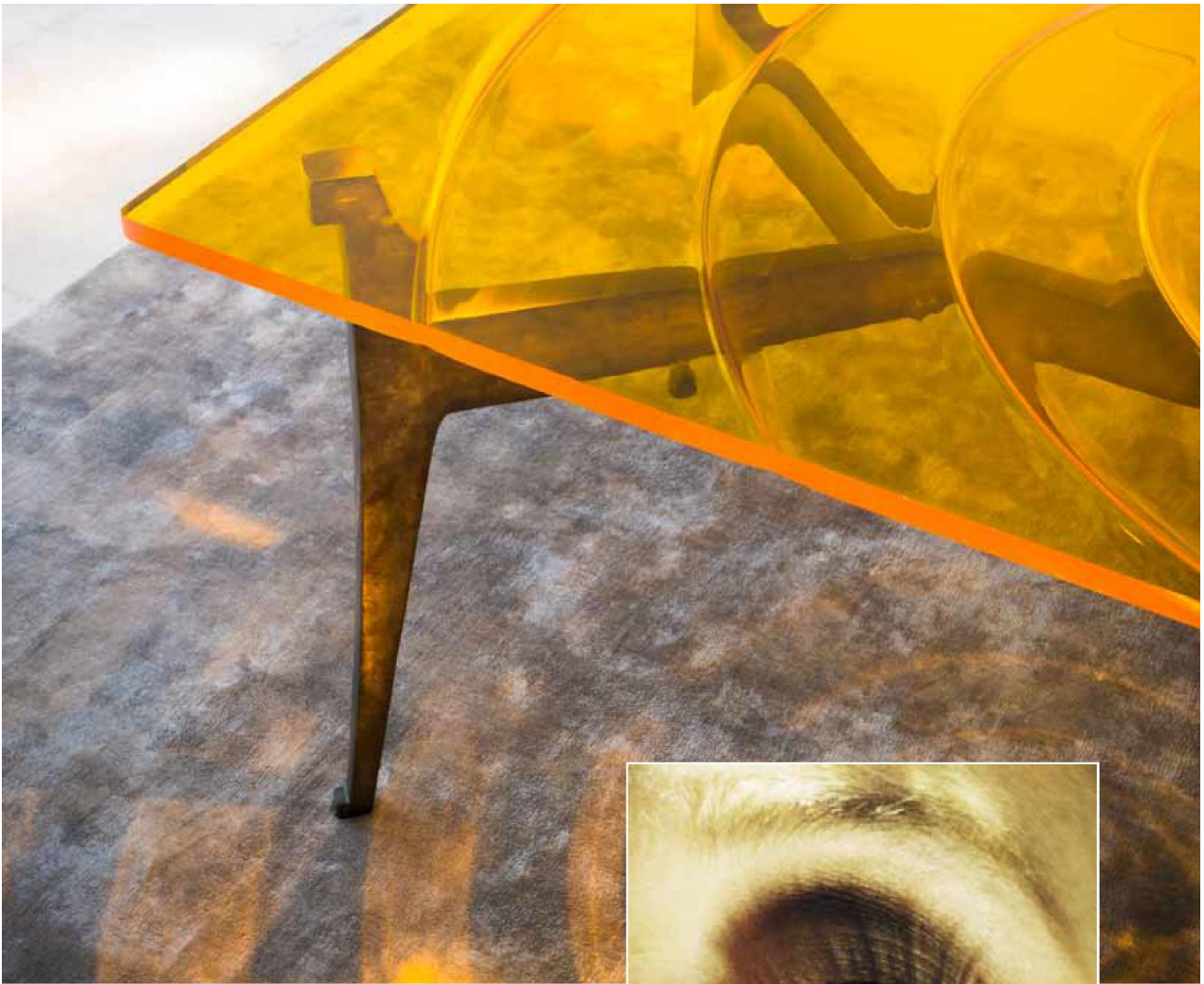
I once owned a photograph of Francis Bacon in his studio taken by Irving Penn. It had been pinned to the wall of Bacon's studio and had become quite dirty and scruffy. I loved it and sold it for £250,000.

**Having had such an exciting bachelor life dating Elle MacPherson and a string of**



ABOVE: CEREMONIAL BISCUIT BY GAVIN TURK, IMAGE COURTESY OF LOUISA GUINNESS GALLERY  
BELOW: VESSEL BY SANDRA DAVOLIO, IMAGE COURTESY OF MODERNITY, PAD LONDON 2015





FROM TOP: DINING TABLE  
BY JACQUES QUINET  
& PIERRE GIRAUDRON,  
IMAGE COURTESY OF  
GALERIE HERVOUJET.  
EYE #1 BY ALEX PRAGER,  
IMAGE © ALEX PRAGER,  
COURTESY OF MICHAEAL  
HOPPEN GALLERY

***supermodels, have you been happy to give it up for marriage and domesticity?***

Life is equally enjoyable and satisfying, just in a different way.

***Do your children show signs of sharing your passion for art?***

My three-year-old son, Rex is obsessed with cars and refers to where "daddy works" as my "gallerage". He likes the two powerfully expressive Basquiat paintings in the back room of my gallery. Although my daughter Coco is only six, she already realises that this is her daddy's special space. 📍

*PAD, 14 – 18 October 2015, Berkeley Square, London W1 (pad-fairs.com). Hamiltons Gallery, 13 Carlos Place, W1K (020 7499 9493; hamiltonsgallery.com)*

