



PAD LONDON 2019

ROBUST SALES, DISCERNING COLLECTORS AND ASIAN BUYERS FOR THE 13TH EDITION

The 13th edition of PAD London – the city’s leading art and design fair – closed on Sunday 6 October, amid reports of fruitful sales across art, design and jewellery, encounters with informed collectors from around the globe and a marked presence of Asian buyers for the first time. Attracting over 28,900 visitors across the week, PAD London, located in Berkeley Square in Mayfair, showcased a vibrant panorama of 68 international galleries across genres and periods, including 11 new exhibitors.

INFORMED COLLECTORS AND STRONG PRESENCE OF ASIAN BUYERS

The Collectors Preview on Monday enjoyed a spectacular start with over 3,000 guests, brisk sales and a range of exceptional collectors from all parts of the world, returning to Berkeley Square throughout the week as reported by exhibitors. ‘The beauty of this week’, commented Todd Merrill from New York, ‘is that we saw crossroads of Europe, the Middle East, Asia and the USA under one roof, with collectors from across the world, ranging from interior designers to art specialists and architects. Even our American clients were here!’ A sentiment shared by Thomas Fritsch exhibiting for the first time: ‘I have exhibited at many fairs but PAD London has definitely been our best first-time fair participation. The fair is extremely well timed and well located, everybody is in London this week’ he said. Julia and Horacio Portuondo, also first-time exhibitors, noted that ‘interactions with clients were easy and natural, and consequently sales greatly benefited from this.’ Trevyn McGowan of Southern Guild Gallery added that ‘PAD attracts a really design-educated audience, people understand what they are looking at and immediately engage with the work.’ Jewellery exhibitor Walid Akkad reported first-time interest for his pieces from British collectors and was impressed by the number of Asian buyers at the fair this year. The presence of Asian buyers, primarily from Japan, Taiwan and China, was shared by numerous exhibitors including Achille Salvagni, Adrian Sassoon and Valery Demure (Objet d’Emotion).

ROBUST SALES

Reported sales were strong across all sectors this year, with design premieres enjoying notable success. Loic Le Gaillard of Carpenters Workshop Gallery reported that they have had ‘very good results this year’, with visitors being drawn in to marvel at Nacho Carbonell’s monumental chandelier. Southern Guild’s participation at PAD London sparked instant intrigue with works by several artists snapped up on the opening day, notably the striking red and white bull seat by Porky Hefer, acquired by a collector for £57,000, as well as both Chris Soal’s large-scale, environmental wall pieces, and designs by Zizopho

Poswa and Atang Tshikare. VST Gallery disclosed selling 80% of their booth dedicated to Greek contemporary artists and designers, including an impressive Liana Vassalou Console for €55,000 and Vana Xenou's *Persephone* coffee table for €40,000. Fumi Gallery premiered works by Francesco Perini, Sam Orlando Miller and Max Lamb, selling a stunning lacquered table by the latter for £52,000. Debuting new table and chair designs by Marc Fish, Todd Merrill commented that 'as soon as we opened the booth, we sold!' and confirmed selling the artist's lounge chair and two console tables, each for five figure sums.

Awarded both the Best Contemporary Design prize, by the PAD Prize Jury, for a set of John Makepeace chairs, and Best Stand prize for their outstanding curation, Sarah Myerscough described this edition as 'a really successful fair' and disclosed selling the winning chairs instantly. Matthieu Richard, recipient of the Best 20th Century Design prize, also sold the winning piece, a strikingly elegant display table by Mathieu Matégot from 1957, presented alongside a dedicated showcase of furniture by the renowned French designer.

Further modern design sales were reported at Modernity, who spoke of 'clients outbidding one another on a rare and early edition lamp by Finnish designer Paavo Tynell'. The piece sold on the first night for approximately £45,000, alongside a pair of conical lamps by the same designer for £40,000. Blairman, with their finely curated panorama of turn of the century design, noted that 'despite Brexit looming, we sold across a range of mediums, from furniture and metal work to ceramics.'

Galerie von Vertes were delighted to announce the sale of their star piece *L'Atlantide* by René Magritte from 1957-58, selling for approximately £350,000, alongside other important works such as a Fernand Léger for approximately £400,000 and a painting by Tom Wesselmann. Opera Gallery exhibited a similarly impressive display of modern art, featuring significant works by Marc Chagall, Pierre Soulages and Pablo Picasso. With prices on the stand going up to \$2,6 million, the gallery was pleased to confirm the sale of two pieces by Manolo Valdés, one by George Condo and another by Marc Chagall.

Tribal art attracted international buyers, with Lucas Ratton sharing the important sale of an early 20th century Baule maternity figure from Ivory Coast for approximately €50,000, a piece formerly in the collection of Jacques and Brigitte Gairard. With their dramatic red-walled stand of Pre-Columbian art, Galerie Mermoz noted that they were 'very happy with sales and it was nice to be back in London.'

Jewellery dealer Fabio Salini reported 'active sales', stressing that 'the exchange with the PAD clientele has been extremely motivating. Combining sophisticated taste and culture, they arrive at the fair with an attentive eye and deeply appreciate design.' James Taffin de Givenchy commented that 'PAD London has given us the unique opportunity to introduce our brand to the European market at large, and more directly to the Middle Eastern market.' Anna Hu was delighted by the enthusiasm for her creations and Roberto Boghossian reported that they 'loved the amazing location and friendly format' adding that 'PAD offers an unparalleled experience to collectors.'

PRESS CONTACT

Reiber PR

Benedicte Labatut | benedicte@reiberpr.com

Catie van Beuningen | catie@reiberpr.com

T: +44 (0)20 7436 6082