

PRESS RELEASE  
19 October 2023

# 15<sup>th</sup> PAD LONDON DESIGN + ART

**Robust Sales, Discerning collectors and International buyers for the 15<sup>th</sup> anniversary edition of the UK's leading design fair**



Achille Salvagni Atelier at PAD London 2023

The 15<sup>th</sup> milestone edition of PAD London held on Berkeley Square from 10-15 October enjoyed an unprecedented turnout of 29,200 visitors and achieved impressive sales, reaffirming its prominent position as the foremost design fair in the UK. Encompassing 20<sup>th</sup>-century design, contemporary design and collectible jewellery, 62 international exhibitors, of which 12 participated for the first time, premiered remarkable works across genres and periods, showcasing a blend of historical masterpieces and cutting-edge new creations.

The Collectors Preview on Tuesday 10 October kicked off with great success, attracting a record 6,100 guests and generating robust sales. The exhibitors unanimously expressed their excitement at the outstanding array of high-quality collectors and design experts who attended the fair. They reported meeting a substantial number of new buyers, hailing from the UK, Europe, America, Asia and the Middle East, including countries such as Bahrain, Lebanon, and the United Arab Emirates.

## CONTEMPORARY DESIGN

This year, contemporary design took centre stage with pioneering galleries showcasing new creations from international designers and proving remarkably popular among collectors.

Making their inaugural appearance at PAD London, **Objects With Narratives** – winner of the Stand Prize for their presentation of contemporary masterpieces by Vladimir Slavov and Mircea Anghel, along with **Ormond Editions**, who reported a successful sale of the *Romane Table Inox* by Garnier & Linker for €24,500 to Franco-Korean buyers, and highlighted their exceptional connections with a discerning new international clientele, as well as consistent sales throughout the week. Both exhibitors reported significant demand from European and American buyers and observed a strong presence of British collectors and UK residents.



Winner of Stand Prize: Objects With Narratives at PAD London 2023

This observation was echoed by **Gallery LVS & Craft**, a specialist in contemporary ceramics from Korea, who also reported significant sales. Notably, they sold Gasan Lee Yongsoon's moon jar for £10,000 to French-British buyers. The gallery enthusiastically praised the exceptional quality of these collectors, 'who are distinguished not only by their refined tastes and expertise but also by their unique and distinctive style.' Also new to the fair, **Galerie Philia** had an impressive debut with several sales, primarily to collectors residing in London. French artist Elsa Foulon was the gallery's best seller, with her ceramic pieces being purchased for a significant interior design project in London.

**Galerie kreo**, **Carpenters Workshop Gallery**, **Stefanidou Tsoukala Gallery** and **Nilufar** all conveyed their excitement at the discerning clientele in attendance and reported strong sales figures. Nilufar, in particular, who had two stands this year, reported that the sociability of and engagement with high-quality international collectors and connoisseurs was notably strong in comparison to other fairs.

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Galerie kreo at PAD London 2023

**Thomas Fritsch-Artrium** and **Maisonjaune Studio** described this edition as an extremely successful one, with the latter noting that the clientele was more international in comparison to Paris. **Adrian Sassoon** also had an impressive sales record, including *Plants Exotica*, a chandelier by Junko Mori which was priced at £85,000 and subsequently purchased by an English buyer, noting that 'visitors are willing to use their eyes and make purchasing decisions'. **88 Gallery** premiered works by Roxane Lahidji, Ben Storms and Lukas Cober, selling a stunning new specially made table by the latter for £28,000 to a buyer from Bahrain and described this edition as 'a really successful fair'.



Adrian Sassoon at PAD London 2023

## 20<sup>TH</sup> CENTURY DESIGN

Prominent historical design dealers at the fair also expressed their enthusiasm. **Galerie Gastou** reported strong sales and underlined the fervent commitment of high-quality collectors who genuinely cherish the event, noting the prevalent passion for design among attendees. **Laffanour / Galerie Downtown** sold a Charlotte Perriand bookcase to a French collector and described the fair as a valuable opportunity to connect with new connoisseurs that they wouldn't typically encounter in Paris. **Galerie Meubles et Lumières** and **Galerie Jacques Lacoste** both celebrated the resounding success of this edition, the first one placing a Pierre Poutout desk with a French buyer and the second connecting with new buyers from Spain, South Africa, and Iran.



Galerie Jacques Lacoste at PAD London 2023

First-time exhibitor **Unforget** presented a rare Flower lamp by Line Vautrin, which quickly found a new owner in a Belgian buyer and observed the swift decision-making process of collectors at the fair. Unforget also noted a difference in atmosphere compared to the more typically reserved environment in Paris. At the London event, they found a direct and engaging exchange with an audience primarily from the UK and France. Ludovic Vandenweghe, Director at Unforget, mentioned that visitors at the event actively engaged with the pieces, fostering a more interactive and sociable atmosphere. This shift in dynamics contributed to exceptionally swift and smooth sales at their booth.

## COLLECTIBLE JEWELLERY

Collectible jewellery was in the spotlight this year at PAD London, with 8 exhibitors highlighting the interdisciplinary dialogue between art, design and jewellery design and creating cross-collecting opportunities. New exhibitor **Elie Top** enthusiastically reported that their experience at the event exceeded expectations. They met numerous individuals who approached with genuine interest and provided invaluable encouragement in their endeavours.

## **NOTES TO EDITORS**

### **ABOUT PAD**

Founded in 2007 by fourth-generation Parisian antique dealer Patrick Perrin, PAD London is the only fair in the UK exclusively dedicated to 20<sup>th</sup>C and contemporary Design. The week-long event takes place every October during Frieze, in an elegant tent pitched on Berkeley square, in the heart of London's affluent Mayfair district. PAD London is the sister fair to PAD Paris which was launched in 1998 and takes place every April in the Jardin des Tuileries.

A permanent fixture on the two capital's vibrant art and design circuits, PAD fairs have become a byword for connoisseurship, exquisite taste and curatorial flair, showcasing the very best in 20<sup>th</sup>-century and contemporary design from the world's leading galleries. With their distinct approach to collecting, PAD fairs epitomize how artistic genres across time and periods interact to reveal astonishing combinations and create the most individual and striking interiors.

PAD fairs cultivate eclecticism, authenticity and connoisseurship with unparalleled passion and flair. Their refined setting is designed to inspire collectors, art consultants, museum experts, interior specialists, design practitioners and the public, making PAD the only event of its kind.

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