



PRESS RELEASE

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PAD LONDON'S 10TH ANNIVERSARY EDITION

On 3 October the doors opened to PAD London's new all-white tent, welcoming over 24,000 visitors to Berkeley Square in celebration of the fair's 10 years. 66 prestigious international dealers participated in a thriving week of sales across art and design, prompted by a dazzling Collectors Preview and 10th Anniversary Party at Annabel's.

Contemporary design made a splash with star designers turning heads at the entrance. David Gill Gallery's winning booth devoted to and designed by American artist Michele Oka Doner proved a great attraction, while Dutch design duo Studio Drift enticed visitors with their dramatic *Flylight* installation, the centerpiece at Carpenters Workshop Gallery, of which 3 editions sold. Béatrice Saint-Laurent from BSL was thrilled with the sale of the full range of new bronze furniture by Studio MVW, with prices ranging between €28,000 and €38,000. Introducing design duo James Plumb in their mix of young talents, Fumi Gallery were pleased with multiple sales of the exquisite *Indigo Luminaire* light, and newcomer Sarah Myerscough disclosed excellent sales of olive ash shelf and table editions by Irish designer Joseph Walsh, priced between €14,000 and €60,000.

Brazilian design was a noticeable trend at the fair. Both Nilufar and Galerie James reported strong sales with pieces by Joaquin Tenreiro, Sergio Rodrigues, José Zanine and Jorge Zalszupin. Paul Viguier of Galerie James commented that 'London is one of the few places in the world where one finds real collectors, they buy because they understand when a piece is special', adding 'it's about the emotion'. His most important piece, a fine jacaranda dining table with vivid yellow underpainted glass top by Joaquin Tenreiro sold for €70,000. Modernity concluded the fair with a sell-out stand of Scandinavian design, amongst works sold: a 1930s chest of drawers attributed to Oscar Nilsson for £30,000 and a 1930s armchair by Axel Einar Hjorth, never before seen on the market, which went for £27,000. Newcomer Galerie le Beau also

concentrated on 20th Century Scandinavian design with the incredible *Chieftain* chair by Finn Juhl, currently on hold, and pieces by Poul Kjaerholm selling well, 'I could not have expected better' Stanislas Gokelaere remarked.

Tribal Art has witnessed an exponential growth in recent years spearheaded at PAD by both Lucas Ratton and Galerie Monbrison. Lucas Ratton described this year as his 'best edition yet; every year it gets better' whilst emphasising that more than half of his clients were new this year and had never bought tribal art before, ranging from fashion designers, architects and hoteliers to contemporary art collectors. Selling over 15 pieces, two particular highlights included the late 19th Century Baule maternity sculpture from Ivory Coast selling for €100,000 and the striking Kota reliquary figure from Gabon selling for approximately €40,000. Dealing in pre-Columbian Mesoamerican arts since 1970 Santo Micali from Galerie Mermoz recounted strong sales including a complete collection of 6 ancient Mexican sculptures from approximately 350-100 BC to a British collector, each sold for between €50,000 and €200,000.

The 10th edition revealed a significant growth in sales across Modern Art. De Jonckheere cheerfully remarked selling 'everyday' and were particularly thrilled with the sale of two large works by Michelangelo Pistoletto *Man seen from front. The Present* and *Man seen from back. The Present*, 1961. Prices on the stand ranged between £10,000 and £2.5 million. Similarly delighted Laszlo Von Vertes described PAD's location as 'truly unbeatable' and reported the sale of an extremely rare Yayoi Kusama sculpture *Untitled*, 1963 for £250,000, *Study for the Homage to the Square: Duet in 3 Colors*, 1971 by the most sought after Josef Albers for £350,000 and a highlight piece by Alexander Calder, *La Vache*, 1962, which went for approximately £490,000. Mayoral announced the sale of an important Juan Miró piece *Personages, Bird, Stars*, 1944 for €1 million while Opera Gallery's impressive Jean Dubuffet work, *Promenade Agreste*, 1974 is currently under-offer for £1.73 million.

Commenting on the 'great crowd' for jewellery Lee Siegelson noted that PAD visitors appreciate how great art and design 'translate into jewellery', while newcomer Christian Hemmerle was pleased to 'meet a younger generation of international collectors'. Louisa Guinness reported lively sales of works by Christopher Thompson Royds, one of the gallery's new artists, necklaces start at £10,000.

Japan was the theme for photography at PAD this year with Hamiltons winning best stand for their Zen temple inspired booth and Michael Hoppen announcing major sales of Nobuyoshi Araki works, selling for approximately £11,000.

Winners of the 2016 Moët Hennessy PAD London prize were announced on Monday 3 October after careful deliberation by the esteemed judging panel chaired by Jasper Conran and including Tom Dixon, Yana Peel, Deyan Sudjic and Patrik Schumacher, amongst others. 'Best Contemporary Design' was presented to Rowan Mersh for *Asabikeshiinh (Dreamcatcher)*, 2016 at Gallery Fumi and 'Best 20th Century Decorative Art' went to the pair of *Reversivel* lounge chairs, circa 1955 by

Martin Eisler & Carlo Hauner at Galerie James. For their innovatively curated displays 'Best Stand' was awarded to both David Gill Gallery and Hamiltons.

The 10th anniversary was celebrated in characteristic PAD fashion with glamorous preview events and a heavily anticipated party at Annabel's. Notable guests included: Princess Michael of Kent, Lady Kitty Spencer, Rolf Sachs, Sol Campbell, Nick Rhodes and Nefer Suvio, Amber Atherton, Diego Bivero-Volpe, Mark-Francis Vandelli, India Rose James, Ozwald Boateng, Yasmin Mills, Saffron Aldridge, Ben de Lisi, Jack Freud, Tom Aikens, Brix and Philip Start, Mary Alice Malone, Marissa Montgomery, Will and Linzi Stoppard, Melissa Odabash, Assia and Stephen Webster, Alastair Guy, Daisy Lewis, Irene Forte and Betty Bachz.

Investec Private Banking joined PAD London for the first time as sponsor to the VIP programme which included VIP Tours and a lively panel discussion on *Design and Desirability: Design as a collector's Item*. The panel was moderated by design journalist and author Caroline Roux and included Tom Dixon, Director of Tom Dixon, Tony Chambers, Editor in Chief of Wallpaper*, Tania Fares, Co-Chair of British Fashion Council's Fashion Trust and Sam Pratt, Director of Fumi Gallery.

For the tenth consecutive year, Moët Hennessy has been the official Partner to PAD London and Patron of the PAD London Prize. The PAD Restaurant and Ruinart bar provided by Moët Hennessy was designed by Veere Grenney this year.

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