

Artist Studio Sales

- In January 2022, The Auction Collective will open its platform to over 30 UK contemporary artists who want to auction artwork directly from their studios
- It is a unique opportunity to collect artworks from leading emerging artists direct from their studios
- To encourage sales, starting prices for artworks will be set significantly lower than market value



From left to right: Miranda Forrester in her studio, Julie-Ann Simpson's Studio and Daniel Fletcher's studio

What are the Studio Sale Auctions?

The Studio Sales are a group of individual Timed Auctions ([online countdown auctions](#)) run by 30+ artists selling artwork directly from their studios. The auctions are launched together on 17 January and all close in the week beginning 7 February in a dedicated Studio Sale auction week.

Why are artists running these auctions?

The studio sales are being run by artists for many reasons, including selling:

- To raise funds for new projects
- In place, or as part, of Open Studio events
- As part of a studio move
- Previously exhibited artwork
- Artwork from canceled exhibitions (e.g., due to Covid-19)
- Older artwork
- Archival material (e.g., drawings, studies for larger works or public projects)

Why the auction model?

The auction model allows artists to offer artwork with no reserve (minimum price), or with very low starting prices. Whilst this helps guarantee the sale of the artwork for the artist, the auction bidding process means that after competitive bidding there is still the chance the work can sell for its true value.

This true value of the artwork is also displayed alongside the starting price so that artists are able to show the market value of the artwork.

How many artworks in each auction?

Artists will be including 10 - 30 artworks in each auction.

Who is involved?

The auctions are being run by a variety of UK contemporary artists including: figurative painters like Royal College of art graduate and Jacksons Painting Prize winner Charlotte Brisland and Miranda Forrester who has recently exhibited at Flowers Gallery, Guts Gallery and Tiwani Contemporary. Established artists such as Jo Hummel who has recently exhibited with Fold Gallery and rising stars including Saatchi Young Art winner Miranda Pissarides, Royal College of Art Graduate and Clifford Chance Purchase Prize Winner, Lydia Hamblett and Bobbye Fermie who in the last year has exhibited with Arusha Gallery, Blue Shop Cottage and Bowes Parris Gallery.

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| Aimie Herbert | Heath Kane | Nathan Jones |
| Andrew Hardy | Jane Ward | Nemanja Nikolic |
| Bobbye Fermie | Jo Hummel | Nicola Morland |
| Carl Cashman | Julie-Ann Simpson | Nick Gentry |
| Charlotte Brisland | Kristina Chan | Paul Wardski |
| Charlotte McDonald | Lena Brazin | Poppy BH |
| Christabel Forbes | Luke Knight | Sammi Lynch |
| Clare Dudeney | Lydia Hamblett | Thierry Porter |
| Daniel Fletcher | Marcus Aitkin | Zanny Mellor |
| Eva Ullrich | Mila Morton | |
| Grace Crabtree | Miranda Forrester | |

A word from those involved

"I'm always interested in new ways to reach audiences beyond the standard gallery platform. I feel that this collaboration will be an interesting and innovative way to present the work to a new audience." Jo Hummel, Artist

"Collectors today are able to have a far more intimate visual art experience now that they can follow studio developments and practice in real time through social media and digital engagement. I think it's a really exciting time to be a contemporary artist for this reason. A studio auction mirrors this new relationship between the artist and collector." Jo Hummel, Artist

"The studio sales are an exciting opportunity because it is a chance to buy work from past exhibitions which buyers may have missed, to access previously unseen work and to bid on work with an accessible starting price. This is a rare opportunity to collect work from the studios of highly respected artists." Francesca Wilson, Curator, The Auction Collective

Artwork

All artwork will go live to the public on 17 January 2022: <https://theauctioncollective.com/auctions/>

A press preview of the artwork, studio images, content and artists portraits can be found:

<https://drive.google.com/drive/folders/1thBE6esp6TOgdRBCHSvRjVYeT8EPPfDQ?usp=sharing>

Auctions Dates

All auctions go live for bidding: 17 January 2022

The auctions close consecutively throughout the week: 7 - 11 February 2022

Bidding Enquiries

bids@theauctioncollective.com

The Auction Collective

The Auction Collective is an auction platform for artists, galleries, arts organisations and charities. Founded by former Christie's Auctioneer and Contemporary Art Specialist Tom Best in 2018, The Auction Collective has grown from a pop-up auction initiative to connect emerging artists and millennial art buyers, to become an international platform that sells over £1million of affordable art a year.

About Us - <https://theauctioncollective.com/about-us/>

Full Story - <https://theauctioncollective.com/the-auction-collective-story/>

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Jo Hummel in her studio.