

Beat: Arts

## **ARTCURIAL PRESENTS THE NEW SALE OFFER MORE AT VIENNA DESIGN WEEK**

### **URBAN INNOVATIVE AND TRANSVERSAL**

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**USPA NEWS** - For its sale of re-entry, September 21, Artcurial innovated with vacation called "MORE". This new proposal, bringing design, limited edition collectibles and works of Urban Art, totalled € 500,890 / \$ 560,997, with 72% of lots sold.

"MORE" is an urban transversal and innovative sales, in the image of its catalog. It mixes different worlds, and is accompanied by posters presenting the works and objects in a Parisian urban context. The sale began with a set of 38 works on paper by Ettore Sottsass. The collection, from a close collaborator of the designer, is gone. A pencil drawing and pastel from 1988 (lot 11), multiplied by 6 its estimate at € 3,900 / \$ 4,368 including fees. The works are being presented at Artcurial in Vienna, as part of Vienna Design Week. Urban art also gets good results, like the two books "Invader" (lot 101 and 106) which reach respectively € 13,700 / \$ 15,344 and € 10,400 / \$ 11,648, reflecting the popularity of artist on the market. TOP LOT: Lot 97: Ron ARAD, Armchair called "Little Heavy" - 1989 steel mirror polished, fees awarded € 39,000 / \$ 43,585 (estimate: 25,000 - € 35,000). Arnaud Oliveux, auctioneer and specialist in contemporary art, said: "The "MORE" sale, new concept of Artcurial aroused the interest of collectors and enthusiasts. The exhibition recreating interiors composed by Artcurial teams was particularly appreciated, especially the idea of combining furniture, objects or collective print. "

For several years, Vienna is transformed in the fall in European capital of design. Last year, the Vienna Design Week attracted over 34,000 trade visitors and fans from Austria and abroad. For this 9th edition, France is the guest of honor of this event. Thus, between September 25 and October 4 next, designers, artisans and French companies who have invested in design as added value creator will have the opportunity to present to a wider audience their expertise on many Viennese sights, processed the time of the event into an exhibition or meeting.-----

Description of the photo : Lot 97: Ron ARAD, Armchair called "Little Heavy" - 1989 steel mirror polished, fees awarded € 39,000 / \$ 43,585 (estimate: 25,000 - € 35,000).

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