

Clear pricing at fairs is paying off for us, says Charles Ede as the gallery prepares for TEFAF New York Fall

Transparency is attracting new clients including contemporary art dealers, antiquities specialists reveal

Transparency over pricing at fairs pays off, says antiquities dealer **Charles Ede Ltd** as the gallery unveils its treasures for TEFAF New York Fall from October 26 to November 1.

“Our deliberate policy of labeling everything clearly in the local currency and making visitors feel welcome on our stand significantly added to the success we enjoyed at TEFAF New York Spring,” says managing director Martin Clist.

“They loved the transparency and many of them expressed their pleasure at seeing the prices on display. It made a lot of difference to the length of time visitors stayed on our stand and a number were astonished that prices for antiquities were not in the millions of dollars.”

Exhibiting at what was largely a contemporary art fair also paid off, especially combined with the pricing transparency, he explained.

“We sold to seven or eight new buyers, all of them contemporary art dealers, including those who were not exhibiting at the fair. I think what attracted them in part was that even our most outstanding and expensive pieces compared favourably in price with often fairly ordinary contemporary works.”

The gallery also sold to an important US collector who it would otherwise not have seen and was delighted when two major US museums reserved pieces.

Adding to that attraction was crossover interest between contemporary art and antiquities.

“Artists like Picasso were sometimes inspired by ancient works of art and it is easy to see how well antiquities can fit into a contemporary setting,” says Clist.

A piece that illustrates this clearly is the 18cm high, mid 6th century BC terracotta Greek model of a horse, **shown above**, that Charles Ede will take to TEFAF NY Fall, priced at just \$6,500.



Clist, whose own background includes time at Waddington Galleries and Rossi & Rossi, brings a Modern and Contemporary art expertise to the presentation of the works Charles Ede sells, both on its stands at fairs and in the catalogues that it produces. It's an approach that fits well at fairs, whether the heavily contemporary based TEFAF NY Spring or the fine and decorative art themed TEFAF NY Fall.

"The spring show was tiring in a good way because it attracted new clients and browsers onto the stand who did not know antiquities well and this involved a lot of explaining," he says.

"At first, a lot of people didn't see the price tags until they were pointed out, but again were pleasantly surprised. It's an important change towards making people feel more confident and comfortable, as does our policy of pricing things in the local currency, so Americans coming onto the stand in New York immediately know exactly what is being asked in dollars."

Charles Ede works out a viable exchange rate before the fair and then sticks to it so there is no volatility resulting from changing rates during the fair.

"Doing this, along with clear pricing, shows that we don't put up prices during the fair, which is what some people think dealers do. Even with this, we face some pretty competitive bargaining from clients in New York, but that's the nature of the game."



The gallery's highlights for the TEFAF NY Fall fair include: a 2nd-1st century BC, 15.5cm high, Hellenistic marble head of a youth (in the region of \$220,000); an 18.5cm high, c.600BC, Egyptian Late Dynastic period, 26th Dynasty bronze statuette of Osiris, inlaid with copper, silver and niello \$125,000); a 24cm long, 664-332 BC Egyptian Late Dynastic period, 30th Dynasty limestone statue of a recumbent lion \$65,000); a 29cm high, 4th century BC incised bronze and bone Etruscan mirror \$46,500); and a life-size 3rd century BC Etruscan terracotta votive arm \$21,500), **shown above**.

"The arm is a fascinating example of votive offerings," explains Clist. "Objects like this, modeled as external body parts, were placed in shrines as a prayer for a cure or prevention against disease or injury to the part of the body represented."

Further outstanding pieces will appear in Charles Ede's Christmas catalogue, to be released soon.

www.charlesede.com

For further information, please contact Ivan Macquisten at ivan@macq.com or on 07842 201292 or info@charlesede.com

About Charles Ede Ltd

Established in 1971, Charles Ede Ltd is one of the leading international dealers in ancient art from around the Mediterranean. Renowned for its thorough research and providing depth of provenance, it continues the tradition of its founder, Charles Ede, who sold his first item of ancient art in 1959.

Over the past 46 years the gallery has produced more than 300 catalogues, exhibited at some of the world's leading art fairs, and sold to many of the greatest museums and collectors.

After nearly 45 years on Brook Street, a move to larger premises at Three King's Yard in October 2014 marked a new phase in its history. The gallery continues show and publish exceptional objects from ancient Egypt, Greece, Rome, as well as the Near East.

In 2016 Charles Ede Ltd helped reunite an ancient Egyptian treasure in the National Museums of Scotland with key missing fragments 160 years after the item was donated to a Scottish museum. Reuniting the lost fragments with the rest of the highly decorated c.1400BC perfume box at the National Museums of Scotland has confirmed its suspected royal associations after more than a century of conjecture about its provenance. It is thought to have been made for the granddaughter of Pharaoh Amenhotep II, who ruled from about 1427-1401 BC, during Egypt's 18th dynasty.

Charles Ede Ltd is a member of IADAA (International Association of Dealers in Ancient Art); ADA (Antiquity Dealers Association), BADA (British Antique Dealers Association).