

BILLINGS BILLINGS BILLINGS BILLINGS BILLINGS

MEDIA ALERT

Thursday, September 24, 2015

BILLINGS AUCTION HOSTS SUCCESSFUL INAUGURAL MODERN DESIGN AUCTION EVENT

DRAWS BROAD AUDIENCE OF DESIGN AFICIONADOS AND ARTS COMMUNITY

SECOND LOS ANGELES AUCTION SET FOR DECEMBER 12, 2015



Los Angeles - BILLINGS AUCTION held its inaugural modern design auction and event on Saturday, September 19, 2015 in Downtown Los Angeles. The day-long live auction and event drew new and established collectors, leading dealers, design enthusiasts and the arts community for the sale of over 300 lots of carefully curated furniture pieces, artworks and objects. Co-founders of Billings, co-owners of The Window, Lorca Cohen and Greg Wooten, Joshua Kritzer, of Rewire Gallery, and LA dealer Rich Carmichael, brought their collective years of expertise to bear on an exceptional selection of pieces, heavily weighted in mid-century modern selections from the 60's and 70's.

With more than 80 percent of lots sold at a desired median list price of \$500-\$1000, sales highlights included a Charles and Ray Eames for Herman Miller ESU 200 Storage Cabinet, an early production in exceptional original condition which achieved \$5,400; an Adrian Pearsall lounge chair and ottoman which achieved \$4,750; two Poul Henningsen Artichoke Lamps, designed by Henningsen for Louis Poulsen, which achieved \$3,800 each; and a Marco Zanuso sofa for Arflex with brass legs and original upholstery which achieved \$3,175.

BILLINGS AUCTION Co-Founder Greg Wooten said of its first-ever event, "BILLINGS' inaugural sale in Los Angeles was a great success. The accessible price-points offered fulfill the market void we'd set out to address and satisfy. We believe that Billings is positioned to become a significant new marketplace for modern design enthusiasts, and we're thrilled that the event was so well received – it was fresh and lively compared to traditional auction environments."

The live auction was led by Gerard O'Brien as auctioneer, a curator and expert in modern furnishings and decorative arts, specializing in California Modernism, and owner of Los Angeles' Reform Gallery. The **BILLINGS** showroom was open to visitors alongside the live auction event, which was held next door at The Great Company. Participants, who were encouraged to experience the selection of furnishings, design and art objects, and to move between spaces

throughout the course of the day, enjoyed the excitement of a live auction coupled with the spirit of a design and Downtown Los Angeles community event with a live sound-sculpture performance by Megalon, cocktails prepared by Funmakers, food trucks by Pinch of Flavor and Pirozhki and an outdoor lounge area created by Modernica.

The second **BILLINGS** auction will take place on Saturday, December 12, 2015 at The Great Company, 1917 Bay Street, Los Angeles, CA 90021. Consignments are now being accepted. For inquiries regarding consignments and unsold lots, please contact info@billingsauction.com.

BILLINGS AUCTION

Established in the heart of Downtown Los Angeles's arts district, BILLINGS AUCTION was created to provide an affordable and accessible platform for the acquisition of quality vintage modern furnishings, art, objects and accessories. Its founders bring their collective years of expertise and experience, respectively, as Los Angeles dealers and gallery owners, to bear on this singular cross-section of pieces from the pedigreed to the anonymous, and the classic to the unusual. BILLINGS AUCTION was initiated to fill a void in Los Angeles's design market, a decided absence of curated channels for the acquisition of exceptional historical and contemporary pieces. With an accessible price point in place to satisfy this need, the auction house offers rare and note-worthy pieces at low to no reserve, with estimates ranging from \$100 to \$5,000. <http://www.billingsauction.com>

Image credits: Photography by Megan Gage.

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