

NEWS RELEASE

Abstract : Reality

6 -13 December 2018

Auction: 13 December, 6 – 9pm

SAATCHI GALLERY

Galleries 13 and 14

The Auction Collective and Presenza are thrilled to announce *Abstract : Reality*, an exhibition and auction of contemporary abstract and photorealist artworks, curated in collaboration with and hosted by Saatchi Gallery, London.

Abstract : Reality will look at the work of some of today's most talented emerging abstract and realist artists, most of whom are living and practicing in the UK. The exhibition will bring together an impressive selection of works, including sculptures, paintings, photographs and works on paper, creating a fascinating dialogue between two opposite yet interlinked styles.

Questions about the meaning, origin, and necessity of abstract art have formed some of the central debates on Modern Art in the 20th and 21st centuries. The answers to such questions can seem even more remote now that contemporary painting encompasses veins of both abstraction and figuration. *Abstract : Reality* will look at the various strands of this conversation and the concept of 'representation', which acknowledges that abstract and figurative art are not as different as they might seem.

Abstract : Reality, Auction Collective and Presenza's first collaborative project together, will culminate in an evening's reception and public auction of all the artworks on display. Aligned on their missions to make it easier for people to buy and own contemporary art, The Auction Collective and Presenza have designed the auction to be as open and accessible as possible. The starting bids will range between £500 and £15,000 with 0% buyer's commission: unlike traditional auctions, there will be no fee to buy the work on top of the bidding price. "What you bid is what you pay for", explains Tom Best, founder of The Auction Collective and former Christie's auctioneer, "and seamless technology makes buying original art in a live auction as simple as buying an online train ticket or a ticket to a gig. We are continuing to innovate and experiment with new ways to make buying art something anyone can do."

Ginevra Fiorentini, Founder and Director of Presenza, said: "The Auction Collective and Presenza share the same ambition to widen access to contemporary art, support emerging artists and grow an exciting market of new and young collectors. We are delighted about this exciting first collaboration, which will be delivered in partnership with the Saatchi Gallery, a pioneer in the promotion of contemporary emerging art."

Central to the Saatchi Gallery's involvement is its commitment to promoting new talent and bringing contemporary art to as wide an audience as possible. Supporting emerging artists since its inception in 1985, the Gallery provides an innovative forum for contemporary art, presenting work by largely unseen young artists or by international artists whose work has been rarely or never exhibited in the UK.

Abstract : Reality will be held between 6 December and 13 December at Saatchi Gallery, Duke Of York's HQ, King's Rd, Chelsea, London SW3 4RY.

The auction will take place on 13th December 2018 from 6pm to 9pm. Admission is free.

About The Auction Collective

At The Auction Collective we love art and we want to make it easy for anyone to have a piece of art in their life. As a result, we partner up with different groups of artists, art advisers and galleries to run exciting art exhibitions and auctions that are open to everyone.

To make buying art easier for all involved, we have flipped the age-old auction model on its head:

- **0% buyer's commission:** Unlike other auctions, we don't charge a fee to buy the work. What you bid in the auction is what you pay.
- **Quick and simple involvement:** we have developed a bidding technology that makes buying in an auction as simple as buying an online train ticket or a ticket to a gig. You go onto your phone, register, download your bidding paddle, wave it at the auctioneer, and then pay through your phone once you've won the bid. A simple process that makes it easier for first time buyers and art lovers to engage in the art market.
- **Keeping it real:** We recognise the catalytic power of the internet to promote artists and artworks. But countering the trend to put all auctions online, we will always put together a physical exhibition and auction. We believe that when buying an original work of art, there is still nothing better than seeing it in person and nothing more fun than bidding for it in a live auction.
- **Art for everyone:** We are continuing to innovate and experiment with new ways to make buying art something anyone can do, wherever they are and whoever they may be.

www.theauctioncollective.com

About Presenza

Presenza brings contemporary art to unique public and commercial venues, allowing the public to explore and collect emerging art in the heart of the city.

Through our service of curated exhibitions we aim to facilitate the discovery and exposure of exciting contemporary art whilst presenting it in selective hotspots, engaging a broader national and international audience. Selected locations vary from high-end hotels, restaurants, offices, private members clubs, concept stores and luxury retail shops.

Presenza dedicates itself to support young artists and galleries, and to promote and encourage a greater understanding of radical art and culture.

Presenza aims to create always changing, new dynamic environments by bringing contemporary art to your favourite locations, allowing you to discover and collect emerging art wherever you go.

www.presenza.co.uk

About Saatchi Gallery

The Saatchi Gallery was founded in 1985 with the aim of bringing contemporary art to as wide an audience as possible by providing an innovative platform for emerging artists to show their work. Over the last five years the Saatchi Gallery has hosted 15 out of the top 20 most visited exhibitions in London, according to The Art Newspaper's survey of international museum attendance, and also has more followers on social media than any other museum in the world. Entry to all the Saatchi Gallery's exhibitions is free.

www.saatchigallery.com