

AN EYE FOR THE FUTURE VALUE

미래 가치를 보는 눈

ABOUT SEOUL AUCTION

SINCE 1998

A Global Auction House Leading the Art Market in Korea.

Seoul Auction, founded in 1998, is the oldest Art Auction house in Korea. Since its foundation, it has played a key role in enhancing the cultural competitiveness of Korean art. Through consecutive unparalleled record successful sales and its dominance of the Korean Art market, Seoul Auction is quickly gaining ground as a global player in the world.

As a result of these efforts, Seoul Auction became the first Korean auction house to establish a Hong Kong subsidiary in 2008. Every year, we actively hold various auctions in Hong Kong, Seoul, Busan, and Daegu.

One of the goals in which Seoul Auction is committed is lowering the barrier of entry to the art market, making art culture readily accessible to the public.

Seoul Auction Gangnam Center was opened in 2019 to achieve two objectives: First is to bring culture and the arts into people's everyday lives and to popularize culture and the arts to increase communication and to share culture with the general public.

Striving to achieve its goal, Seoul Auction Gangnam center has served as a multipurpose cultural venue, hosted diverse events -- auctions, art academies, exhibitions, and collaborative events -- and held previews to bring fine art closer to the lives of ordinary people.

Since its foundation, Seoul Auction has played a pivotal role in promoting Korean art overseas and introducing foreign artists to Korea in a timely fashion. Seoul Auction will thrive and make every effort to revitalize culture and the arts by expanding the horizons of the Korean art market.



COMPANY HISTORY

- 1998

· Established Seoul Gyeongmae;
held First Auction
- 2000

· Held First Jewel Auction
and Wine Auction
- 2001

· Name changed to “Seoul Auction”
- 2002

· Opened Pyeongchang-dong office
- 2004

· Held First Open Auction
and First Cutting Edge Event
- 2005

· Opened Seoul Auction Gangnam Branch
- 2006

· Opened Busan and Insa-dong Branches
· Held 100th Auction
- 2007

· Held First COEX Auction Show
- 2008

· Opened branch in Hong Kong
· Listed on KOSDAQ
- 2010

· Held First Design Auction
- 2012

· Launched Print Bakery
- 2013

· Held Special Auction:
Collection of Former President Chun Doo Hwan
- 2014

· Launched eBid Now
(The largest online art auction platform in Korea)
- 2015

· Cumulative sales exceeded
KRW 100 billion for the first time since 1998
· Introduced ‘Korean Traditional art’ for the first time
in Hong Kong Auction
- 2016

· Held 20th Hong Kong Auction
(the largest preview exhibition held in Hong Kong)
- 2017

· Held first Seoul Auction Busan Sale and Daegu Sale
- 2018

· Opened SA+ in Hong Kong
(Seoul Auction’s Private Sale gallery)
- 2019

· Opened Seoul Auction Gangnam Center
celebrating 20th anniversary of Seoul Auction
· Held First ZEROBASE auction
- 2021

· Launched BLACKLOT platform

LIVE AUCTION

Seoul Auction’s value – Frontier

Seoul Auction, the first auction house in Korea, has solidified its standing in domestic and foreign art markets through outstanding market dominance in offline auctions and introducing the very first online auction in Korea.

Major Auction

The Major Auction, Seoul Auction’s signature auction, was first held in Pyeongchang-dong office in 1998 under the title of ‘The First Art Auction’. Since then, the Major Auctions have been held every year and now they are held at Seoul Auction Gangnam Center. The featured artworks are truly diverse — the most representative modern and contemporary artworks from Korea, the worldwide known artists from abroad and Korean traditional artworks that represent the finest exemplary of the traditional Korean aesthetic.

Hong Kong Sale

Ever since its establishment of a branch in Hong Kong in 2008, Seoul Auction has been introducing Korean artworks to the global market and been presenting famous foreign artworks to the Korean art market that include artists from the United States, Europe, Japan, China, and many other parts of the world. Through the Hong Kong Sale, Seoul Auction strives hard to push the boundaries of the Korean art market making its mark on the international stages.

Special auctions

Reading the trend of fast changing global art market, Seoul Auction has been introducing famous foreign artists’ works and noted emerging Korean artists’ works to collectors through ‘Contemporary Art Sale’. To further play its role as a frontier, Seoul Auction is hosting ‘Local Auctions’ in Busan and Daegu to expand the Korean art market.

Other auctions

As part of its commitment to revitalize culture and the arts and to fulfill its corporate social responsibility, Seoul Auction actively hosts fundraising events such as the ‘Online Charity Auction for Victims of Wildfire’ and ‘Charity Auction for the Return of Overseas Korean Cultural Heritage Assets’ to outspread donation culture.



From 2022, all offline auctions are being featured under a new name ‘Live Auction’. Collectors can now feel the exciting, competitive, and passionate air of the venue online.



ONLINE AUCTION

First in Korea to sell artworks through online auction

The online auction is one of the most convenient ways for the public to get access to Korean and foreign artworks at relatively low price. It allows customers to participate in auctions from anywhere in the world.

eBID PREMIUM

Features original and printed artworks by well-known Korean and foreign artists including Korean traditional artworks within a price that is at a higher range for an online auction.

eBID PUBLIC

Features up-and-coming artists' artworks and other diverse popular artworks at a low price range that are affordable for young collectors and novice collectors interested in expanding their personal art collection.

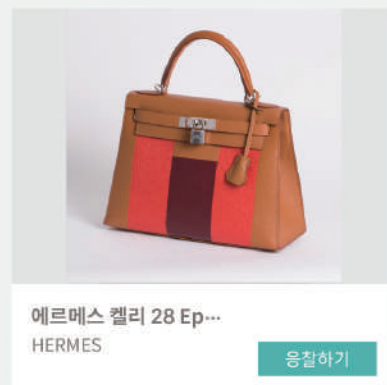
아트&컬처 컬렉팅의 시작

BLACKLOT

www.blacklot.com

아트 럭셔리 컬처 기획전 ZEROBASE

☒ 경매 ☒ 경매+즉시구매 ☒ 즉시구매

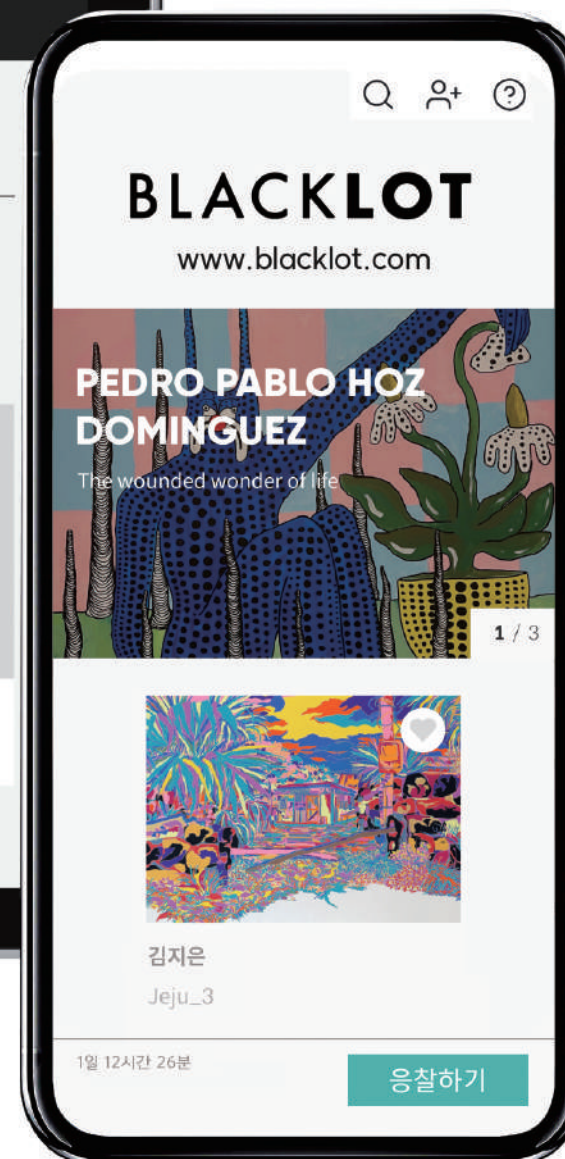


BLACKLOT ZEROBASE

Conveniently Anytime, Anywhere

In November 2021, Seoul Auction was the first auction house to introduce an open-market platform -BLACKLOT- through which artworks and cultural heritage art pieces can be sold online. This platform makes it easier for art galleries (sellers) to list the products directly on BLACKLOT platform. The list of the products includes artworks and rare collectibles such as vintage furniture, light fixtures, luxury handicrafts, collectible figures, luxury watches, etc.

ZEROBASE is an online auction platform which enables artists to feature the artworks that have aesthetic or conceptual value by the emerging artists who have been represented by several galleries. Since their value has not been defined by internationally-recognized galleries and auction houses, the starting price of their artworks starts from ZERO. ZEROBASE strives hard to promote under-recognized artists to get off the ground through various collaborations.



Buy and sell your favorite artworks on Blacklot!



SALES RECORD HIGHLIGHTS OF SEOUL AUCTION

Since 1998

01. 12th 2013 Autumn Hong Kong Sale,
2013.11.24.

Lot. 28
Roy Lichtenstein
1923~1997

Tomato and Abstraction
Oil and magna on canvas
101.6 X 152.4cm, 1982
Hammer price HKD 17,000,000

02. 12th 2013 Autumn Hong Kong Sale,
2013.11.24.

Lot. 21
San Yu
1901~1966

Pink Rose in a White Vase
Oil on canvas
65.0 X 50.0cm, 1931
Hammer price HKD 9,500,000

03. 152nd Art Auction, 2017.5.28.

Lot. 179
White Porcelain Jar

JoSeon Period
41.0 X 45.5(h)cm
Hammer price KRW 3,100,000,000

04. 25th Seoul Auction Hong Kong Sale,
2018.5.27.

Lot. 23
Kim WhanKi
1913~1974

3-II-72 #220
Oil on cotton
254.0 X 202.0cm, 1972
Hammer price HKD 62,000,000

* Broke art sales record of Korean artist

05. 28th Seoul Auction Hong Kong Sale,
2019.3.29.

Lot. 36
René Magritte
1898~1967

Le Chant des Sirènes
Oil on canvas
46.0 X 38.0cm, 1953
Hammer price HKD 50,000,000

06. 161st Art Auction, 2021.6.22.

Lot. 86
Lee UFan
1936~

From Point (2 works)
Oil and mineral pigment on canvas
80.0 X 80.0cm (each), 1975
Hammer price KRW 2,200,000,000

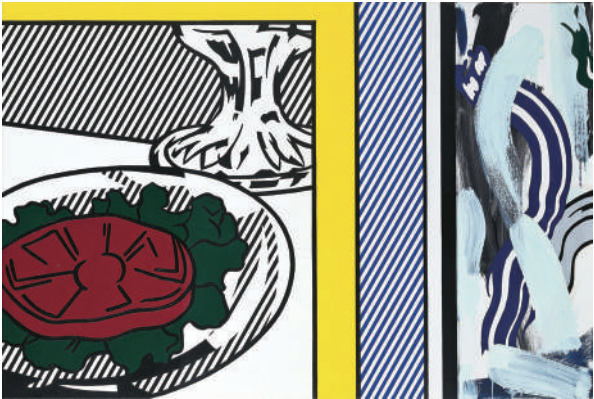
* Broke art sales record of Korean living artist

07. WINTER SALE, 2021.11.23.

Lot. 47
Yayoi Kusama
1929~

Pumpkin
Acrylic on canvas
116.5 X 91.0cm, 1981
Hammer price KRW 5,450,000,000

* Broke domestic art sales record



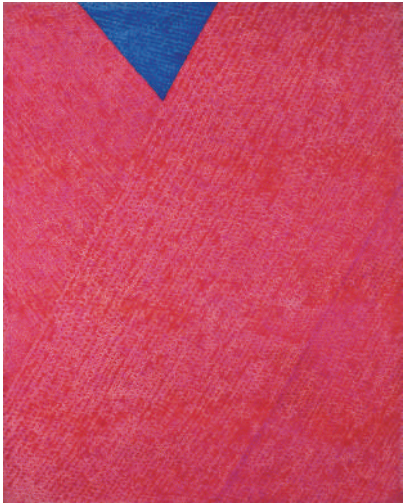
01.



02.



03.



04.



05.



06.



07.



EXHIBITION

We do more than sell art – Seoul Auction brings art to space.
It is the home of various exhibitions reflecting the trends of the
art world, showcasing pop-up stores, as well as collaborating with
business partners.





EXHIBITION VENUE RENTAL

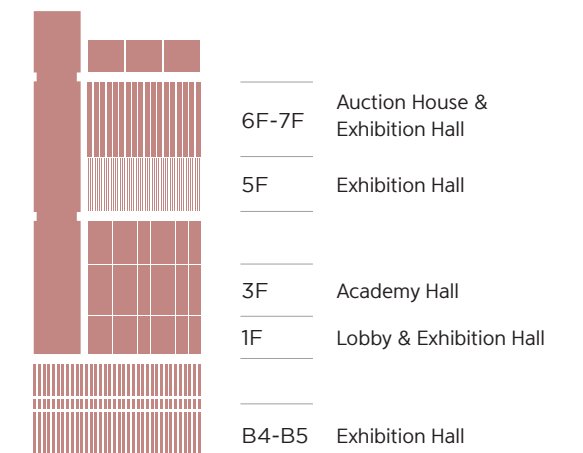
In 2019, Seoul Auction opened the Seoul Auction Gangnam Center to take the lead in bringing art into our everyday lives and popularizing art auctions.

The building was designed by Jean-Michel Wilmotte, whose signature works include the Louvre Museum in France, interior development of the Incheon International Airport in Korea, and Interior design of the new LVHM headquarters in Paris.

This iconic lightbox-shaped building demonstrates the symbolic role of Seoul Auction being a "lantern" bringing light to the new cultural space. The basement level four and sixth floor feature duplex floor plans. All floors, six stories above ground and four stories underground, can be used as exhibition venues.

This spacious and versatile spaces and lighting make it possible to accommodate different functions by changing the series of spaces while maximizing the value of exhibits. This user-friendly art space is also being rented for private events, fashion shows, car launching events, and VIP events.

GANGNAM CENTER



ACADEMY

In addition to a theory of auctions and applications taught by professionals and in-house specialists, the Seoul Auction Academy offers a wide range of topics, including critical studies in history, artists, arts and humanities, architecture, and art tours. From basic to intensive, the programs we offer are CEO forum for CEOs, intensive courses, and academy for university students. Participants can select the program according to their needs and interests.





ART SERVICES

Corporate art consultant services

Experience a whole level of consultant services with Seoul Auction. We provide strategic art consultation partnered with prominent domestic and global businesses. Based on our extensive experience in the field of art market, we offer distinctive art marketing services to businesses aiming to develop a strong corporate image and provide exclusive services.

VIP customer marketing

Using our expertise, Seoul Auction provides differentiated branding services for corporations through culture and arts marketing. We help corporations to have an elegant and stylish upgrade of their public image and help organize special events for their VIP customers.

Art collection management

From the purchase of an artwork to its long-term maintenance, storage, and sale. Seoul Auction provides storage services and offers overall planning and systematic management of corporate art collections. We provide professional consultation on artwork appraisal, purchase, sale, and comprehensive care service.

Special auction

Seoul Auction provides special customized auctions in partnership with brands. We create a unique platform to introduce limited-edition products of cars, whiskey, jewelry, designed furniture, etc. revealing the true value of the products.



ART STORAGE

Seoul Auction has three large-scale storages exclusively made for storing artworks located in Pyeongchang-dong, Insa-dong in Seoul and Jangheung in Gyeonggi-do.

All art storage facilities have private cabinets and smaller to large storage spaces. They are also equipped with state-of-the-art HVAC and security systems in place to secure the safety of the artworks in each storage space.





PRIVATE SALE

Our diverse platforms and global network, Seoul Auction provides bespoke services for our customers to get the best and the highest value of their artworks. We deal with single artworks to large collections including antiques and foreign artworks.



ART FINANCING

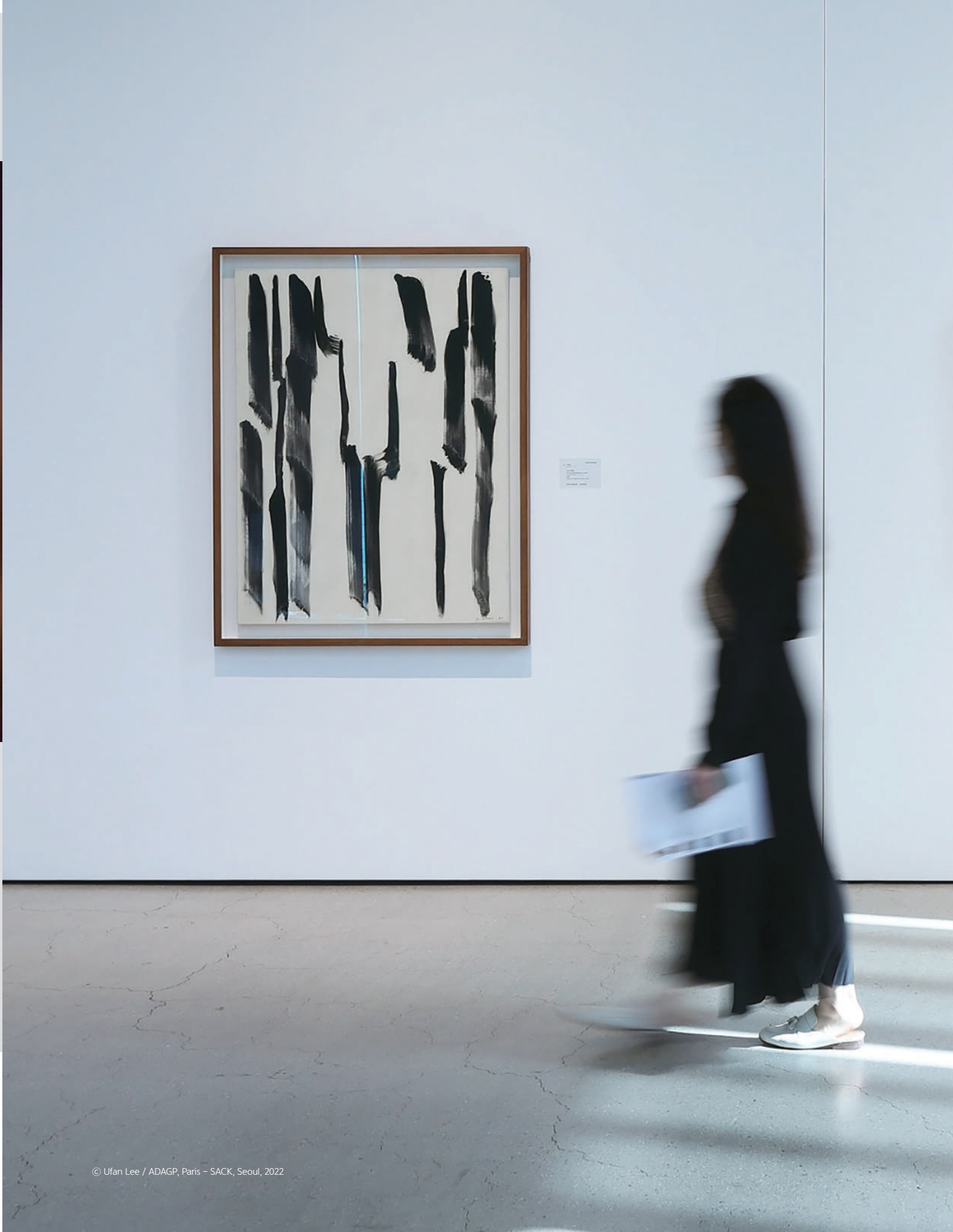
Seoul Auction provides art collateral on modern artworks and/or antiques. The loan amounts up to 50% of the appraised value that can be sold at an auction.



CONSIGNMENT

Seoul Auction has endlessly proposed new standard assessment of artworks for 25 years. Many hammer price records for Korean and foreign artists-- Lee JungSeop, Park SooKeun, etc.-- were set by Seoul Auction. We have also shed light on the authentic historical value of traditional Korean art such as paintings by Kim HongDo, Lee InMoon, and many other priceless antiques.

Seoul Auction's specialists appraise and help customers receive the highest possible price of their artworks leveraging their extensive knowledge of artwork transactions.



SOUTH KOREA JOINS THE TOP 10

In 2021, South Korea was ranked sixth in the world art auction market--raising the status of the Korean art market in the world.

@artprice.com / ©AMMA

Seoul Auction - The Largest Player in the Korean Art Martket

Korean art auction market is the sixth largest in the world—with Seoul Auction ranking as one of its largest players.

2021 was a historical year for both the global and Korean art market. It was the year when the global art market grew exceptionally and bounced back strongly. The Korean art auction market made the top 10 of the global art auction market. For the past 25 years, Seoul Auction has played an essential role in building a strong domestic market through auctions and advancing Korean artworks on international stages thriving to be the global runner.

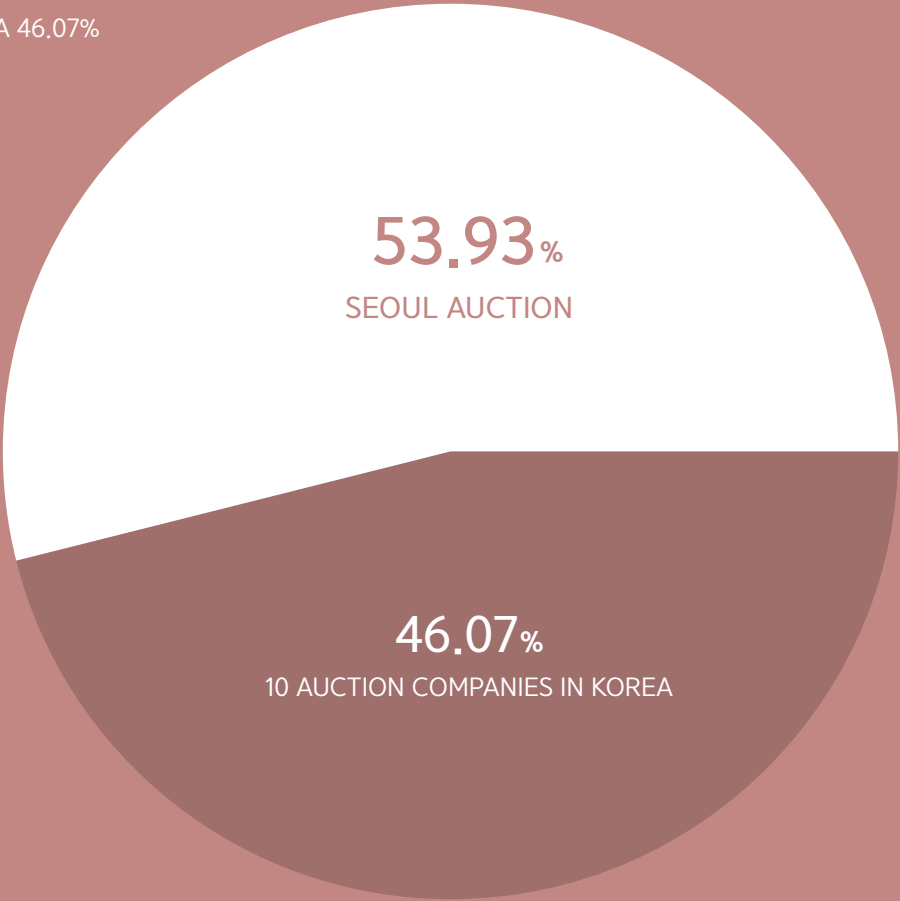
GEOGRAPHICAL BREAKDOWN OF AUCTION TURNOVER BY COUNTRY

1.	China
2.	United States
3.	United Kingdom
4.	France
5.	Germany
6.	South Korea
7.	Italy
8.	Switzerland
9.	Japan
10.	Poland

Market Share by Domestic Art Auction Company

– the end of the first quarter of 22 –

SEOUL AUCTION 53.93%
10 AUCTION COMPANIES IN KOREA 46.07%





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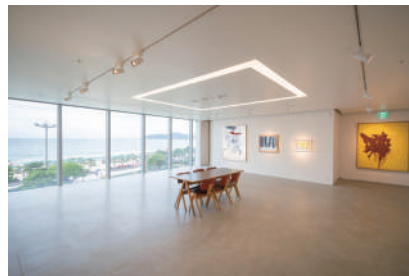
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