

Seoul Auction  
EST. 1998

An Eye for Future Value - Seoul Auction



Exterior of the Seoul Auction building

## SINCE 1998 SEOUL AUCTION

Established in 1998, Seoul Auction is the leading art auctioneer in the Korean art market, in terms of market share and auction sales records. To achieve our goal of becoming a top-rate global auction house, Seoul Auction opened a branch office in Hong Kong in 2008 and has facilitated to introduce modern and contemporary Korean art to world-class collectors. We organize auctions each year on a wide range of artworks and themes and also conduct online auctions on a regular basis. Our mission is to share the joy of art collecting with art lovers the world over.



# COMPANY HISTORY

**1998**

Seoul Kyungmae established.

First art auction.

**2000**

First jewelry auction.

First wine auction.

**2001**

Company name changed to Seoul Auction.

**2002**

Seoul Auction House opened.

**2004**

First Open Auction.

First Cutting Edge.

**2005**

Seoul Auction Gangnam Branch opened.

**2006**

Seoul Auction Busan and Insa branches opened.

100th auction held.

**2007**

First COEX Auction Show.

Park SooKeun's *A Wash Place* auctioned for record price.

**2008**

Entered Hong Kong market.

Listed on KOSDAQ.

**2010**

First design auction.

**2012**

Print Bakery launched.

**2013**

Special Auction of Collection of Former Korean President Chun DooHwan.

**2014**

Launch of online auction site eBid Now.

**2015**

Cumulative sales since foundation of Seoul Auction exceed KRW 100 billion.

Antique Korean art component created for Hong Kong Sale.

*Hanging Painting of Mt. Cheongryang's Buddha* (National Treasure No. 1210) sold for highest auction price in traditional Korean art component.

Kim WhanKi's *19-VII-71 #209* sold for highest auction price in modern Korean art component.

[www.seoulauction.com](http://www.seoulauction.com)



View of Seoul Auction House





제135회 미술품 경매

KRW ₩	185,000,000	JPY ¥	20,313,821
USD \$	168,258	HKD \$	1,305,206
		CNY ¥	1,053,710

LOT. 33

단원 김홍도  
노매함춘(老梅含春)

**Kim HongDo**  
Plum Blossom

# MAJOR AUCTION *in Seoul*

Seoul Auction has held the Major Auction in Korea regularly since its foundation in 1998. The Major Auction encompasses transactions in a wide range of genres, including not only artwork by representative figures of modern and contemporary art and famous foreign artists but also works of painting and calligraphy, pottery, and folk art in antique Korean art.





# SALES RECORD HIGHLIGHTS OF SEOUL AUCTION



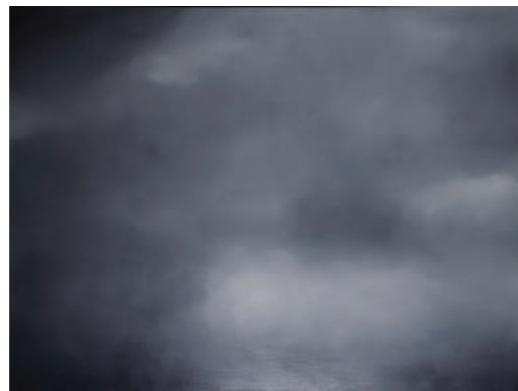
01



02



03



04



05



06



07



08



09



10

01  
**Park SooKeun**  
A Wash Place

Oil on canvas  
37x72cm, 1950s  
106th Modern & Contemporary Art Auction  
Estimate KRW 3,500,000,000 - 4,500,000,000  
Hammer Price KRW 4,520,000,000

02  
**Kim WhanKi**  
The Flower and Jar

Oil on canvas  
98x147cm, 1957  
106th Modern & Contemporary Art Auction  
Estimate KRW 2,000,000,000 - 3,000,000,000  
Hammer Price KRW 3,050,000,000

03  
**Lee JoongSeop**  
A Bull

Oil, Enamel on paper  
35.3x52cm  
117th Modern & Contemporary Art Auction  
Estimate KRW 3,500,000,000 - 4,500,000,000  
Hammer Price KRW 3,560,000,000

04  
**Gerhard Richter**  
Clouds(grey) Wolken(grau) 231-1

Oil on canvas  
150.5x200.6cm, 1969  
108th Modern & Contemporary Art Auction  
Estimate KRW 3,000,000,000 - 3,500,000,000  
Hammer Price KRW 2,520,000,000

05  
**Gerhard Richter**  
Abstraktes Bild

Oil on canvas  
120x100cm, 1987  
108th Modern & Contemporary Art Auction  
Estimate KRW 1,800,000,000 - 2,000,000,000  
Hammer Price KRW 1,860,000,000

06  
**Hanging Painting of Mt.Cheongryang's Buddha**

Ink and color on silk  
442x959.9cm, 1725, National Treasure 1210  
Estimate KRW 4,000,000,000 - 15,000,000,000  
Hammer Price KRW 3,520,000,000

07  
**A Rare and Important Iron-decorated Dragon Jar**

37.6x48.5(h)cm, Joseon Preriod  
100th Modern & Contemporary Art Auction  
Estimate on request  
Hammer price KRW 1,620,000,000

08  
**Andy Warhol**  
Flowers

Synthetic polymer and silkscreen ink on canvas  
61x61cm, 1964  
111th Modern & Contemporary Art Auction  
Estimate on request  
Hammer Price KRW 2,400,000,000

09  
**Andy Warhol**  
Self portrait

Synthetic polymer paint and silkscreen ink on canvas  
30.5x30.5cm, 1986  
108th Modern & Contemporary Art Auction  
Estimate KRW 2,700,000,000 - 3,000,000,000  
Hammer Price KRW 2,700,000,000

10  
**Kim WhanKi**  
Les Natures Immortelles

Oil on canvas  
127.5x103.2cm, 1956-57  
117th Modern & Contemporary Art Auction  
Estimate KRW 1,800,000,000 - 2,400,000,000  
Hammer Price KRW 2,100,000,000



Seoul Auction  
首爾拍賣 EST. 1998

SAN YU

ALEXANDER  
CALDER

YAYOI  
KUSAMA

17th  
SEOUL AUCTION  
HONG KONG SALE

NOV. 29 (SUN), 2015  
GRAND HYATT HONG KONG  
MEZZANINE LEVEL & SALON





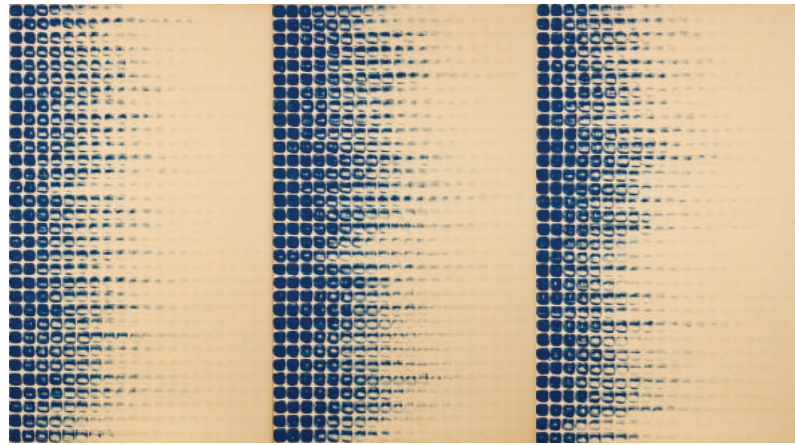
# HONG KONG AUCTION

Since opening its Hong Kong branch in 2008, Seoul Auction has held art auctions in Hong Kong every year. The Hong Kong Sale introduces works by Korean modern and contemporary artists to international art collectors and also oversees transactions of works by famous foreign artists. By expanding the Korean art market through our auctions in Hong Kong, we will continue to thrive as Korea's foremost auctioneer.



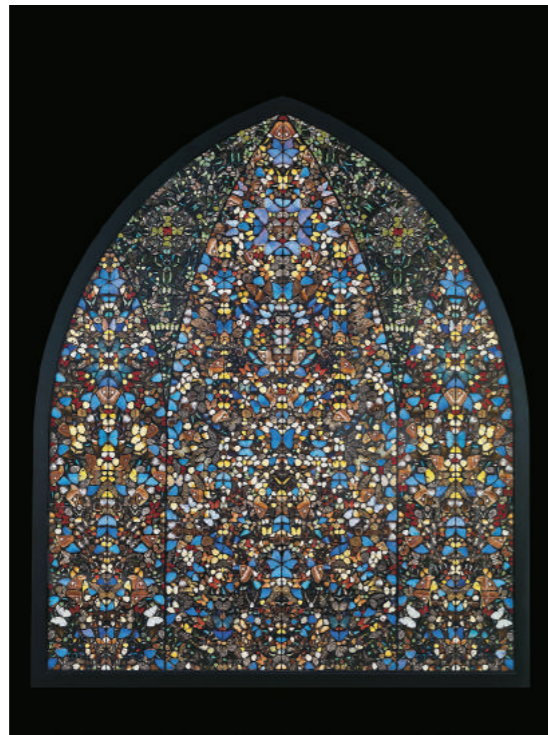


# SALES RECORD HIGHLIGHTS OF HONG KONG AUCTION



**Lee Ufan**  
From Point

Oil and mineral pigment on canvas  
162x291cm (3 works), 1977  
2012 Autumn Hong Kong Sale  
Estimate HKD 15,000,000 - 20,000,000  
Hammer Price HKD 15,200,000



**Damien Hirst**  
The Importance of Elsewhere-The Kingdom of Heaven

Butterflies and household paint on canvas  
292x243.8cm, 2006  
2009 Autumn Hong Kong Sale  
Estimate on request  
Hammer Price HKD 15,500,000



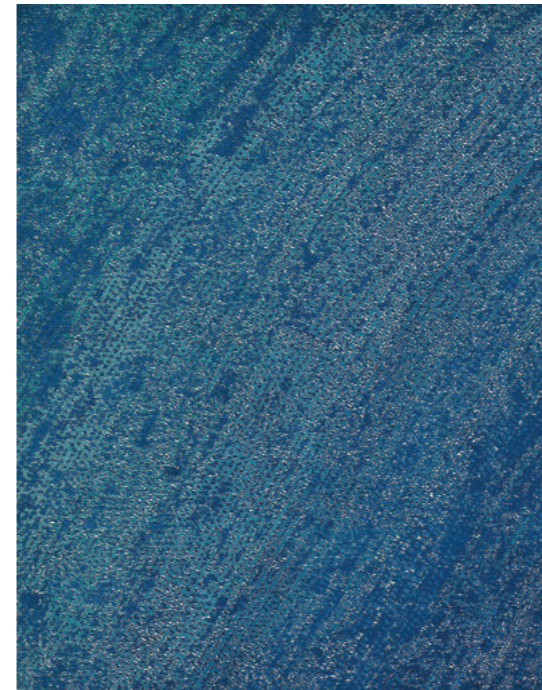
**Marc Chagall**  
Bestiaire et Musique

Oil on canvas  
140x155cm, 1969  
2010 Autumn Hong Kong Sale  
Estimate on request  
Hammer Price HKD 28,500,000



**Jeff Koons**  
Mound of Flowers

Glass  
110x94x45cm, Ed. 3, 1991  
2014 Autumn Hong Kong Sale  
Estimate HKD 15,500,000 - 24,000,000  
Hammer Price HKD 15,000,000



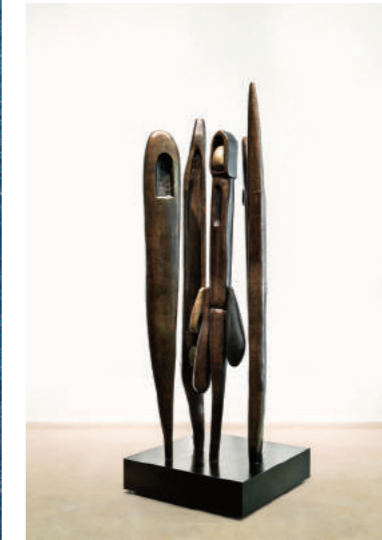
**Kim WhanKi**  
Untitled 19-VII-71 #209

Oil on cotton  
253x202cm, 1971  
2015 16th Seoul Auction Hong Kong Sale  
Estimate HKD 20,000,000 - 40,000,000  
Hammer Price HKD 31,000,000



**Roy Lichtenstein**  
Tomato and Abstraction

Oil and magna on canvas  
101.6x152.4cm, 1982  
2013 Autumn Hong Kong Sale  
Estimate on request  
Hammer Price HKD 17,000,000



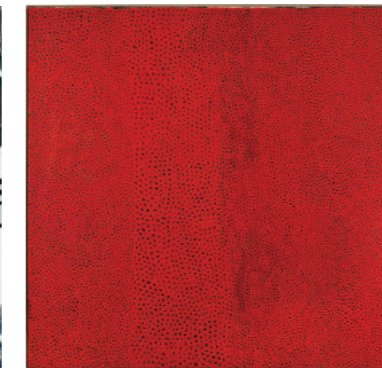
**Louise Bourgeois**  
Quarantania

Bronze with patina  
68.5x68.3x203.5(h)cm, Ed. 5/6, 1947-1953  
2015 16th Seoul Auction Hong Kong Sale  
Estimate HKD 30,000,000 - 50,000,000  
Hammer Price HKD 36,000,000



**Alexander Calder**  
Untitled

Hanging mobile: painted sheet metal, rod, and wire  
116.8x106.8x172.7(h)cm, created circa 1947  
2015 17th Seoul Auction Hong Kong Sale  
Estimate HKD 26,000,000 - 35,000,000  
Hammer Price HKD 26,000,000



**Yayoi Kusama**  
No.Red A.B.C

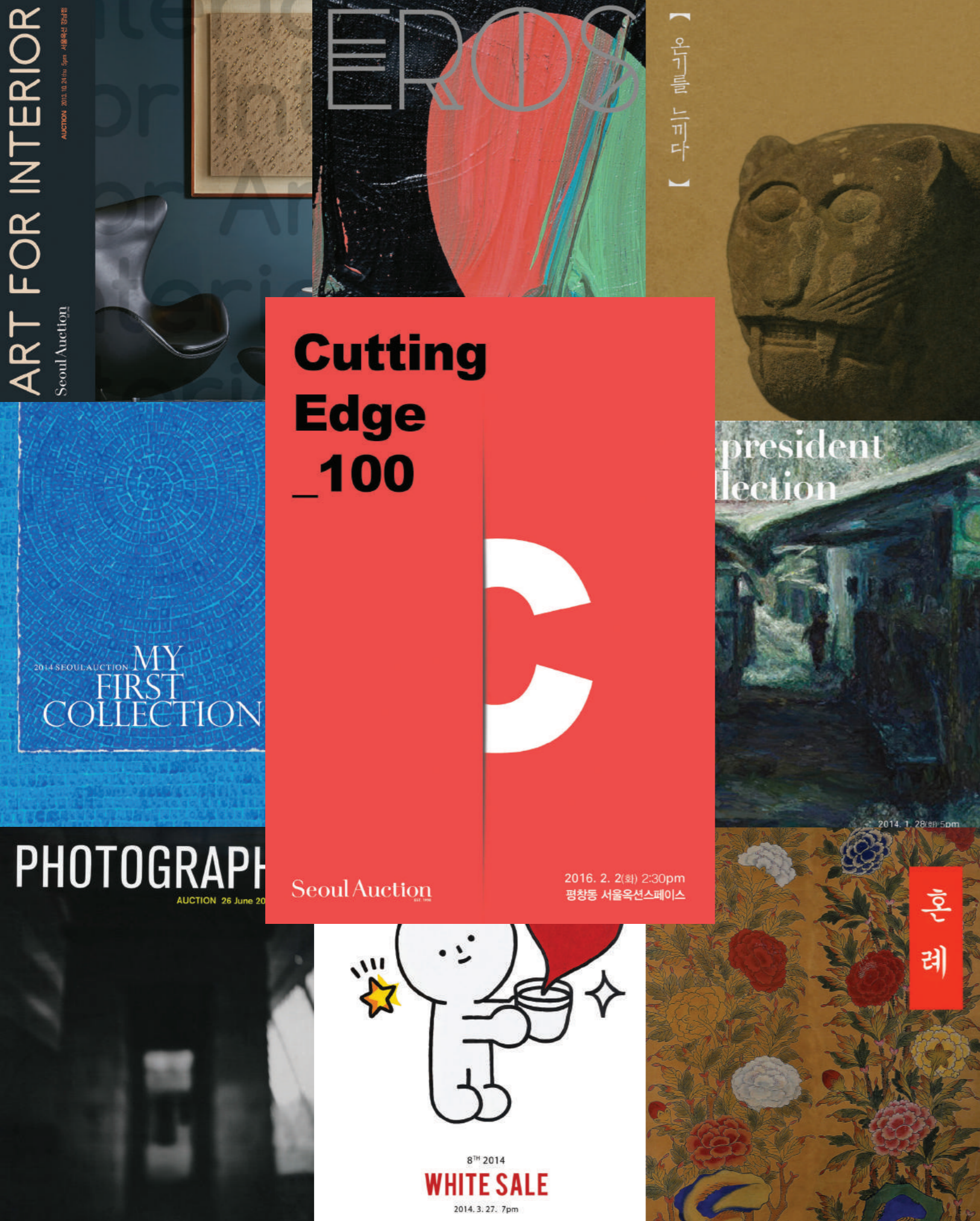
Oil on canvas  
129x133cm, 1960  
2015 17th Seoul Auction Hong Kong Sale  
Estimate HKD 25,000,000 - 35,000,000  
Hammer Price HKD 25,500,000



**San Yu (Chang Yu)**  
Pink Rose in a White Vase

Oil on canvas  
65.0x50.0cm, 1931  
2013 Autumn Hong Kong Sale  
Estimate HKD 9,000,000 - 13,000,000  
Hammer Price HKD 9,500,000





# SPECIAL AUCTION

Seoul Auction holds special auctions every year based on diverse themes, such as “Cutting Edge 100,” “Art for Interiors,” “My First Collection,” and “Wedding & Kids.” We are also committed to discovering and supporting promising young artists and showcasing living and lifestyle items, such as jewelry, design furniture, and automobiles, through our special auctions.



Car on display and artworks for auction



Design furniture for auction





## eBID NOW

In August 2014, Seoul Auction began offering online auctions under the new name "eBid Now." eBid Now, a title meaning that art lovers can purchase artwork whenever desired regardless of time or location, allows for easy and convenient bidding in online auctions from anywhere in the world. Items auctioned online through eBid Now include a wide range of affordable artworks as well as works with historical significance.



**Roberto Lazzeroni**  
Star Trek

Polyethylene  
167x72x109.5(h)cm  
6th eBIDNOW Estimate  
Estimate KRW 14,000,000 - 35,000,000  
Hammer Price KRW 10,000,000



**Yayoi Kusama**  
Pumkin (5works)

Ceramic  
9x10.4x8.3(h)cm, ed.90/150, 2002  
12th eBIDNOW  
Estimate KRW 9,000,000 - 15,000,000  
Hammer Price KRW 10,000,000



**Vintage Camera**

Mixed media  
12x21x14.5(h)cm, 1940  
9th eBIDNOW  
Estimate KRW 400,000 - 1,200,000  
Hammer Price KRW 400,000





Left  
**Jang SuJi**  
 So,Nyeo

45.5x45.5cm, 2015, ed.99  
 KRW 180,000

Right  
**Jang SuJi**  
 So,Nyeon

45.5x45.5cm, 2015, ed.99  
 KRW 180,000

**print bakery**



**Samcheong Store**  
 66 Sogyek-dong, Jongno-gu, Seoul, Korea  
**Hannam Store**  
 32-28 Hannam-dong, Yongsan-gu, Seoul, Korea

# PRINT BAKERY

Print Bakery is a brand launched by Seoul Auction in 2012 with the aim of popularizing art for the creation of a culture in which the appreciation and ownership of artwork is more accessible to the general public. Print Bakery specializes in limited edition artworks by famous Korean and foreign artists. The limited edition artworks, which undergo rigorous scrutiny and a thorough evaluation process, each come with an artist autograph and edition number, making the works highly valuable as collectibles. Print Bakery also engages in the production and distribution of multiple editions (e.g. print, sculpture) and other kinds of business activity in the visual arts in general, such as image copyrighting, art-information integration, and gallery franchises. Through such activities, Seoul Auction strives to make art an aspect of everyday life to be enjoyed by all.



**Kim WhanKi**  
 5-IV-71 #200 Universe  
 60x240cm, 2015, ed.150  
 KRW 4,000,000



**Park SeoBo**  
 Ecriture 描法 No.070324  
 89.6x112.3cm, 2015, ed.150  
 KRW 1,780,000





# ACADEMY

Seoul Auction operates various academy programs in an effort to build a healthy culture of art collecting through the proliferation of art and culture. Academy programs offer classes for everyone interested in art and culture, whether art lover, CEO, or college student.

- “Art & Culture: Culture Forum” (CEO program)
- “Amour culture” (intensive academy)
- “Art & Auction” (college student academy)
- “Artist talk” (dialogue session with an artist)
- “Special Lectures” (special lectures on diverse topics)







Seoul Auction provided consulting services for all artworks installed at the Four Seasons Hotel Seoul, a luxury global hotel chain that opened in 2015.

A work by Toh YunHee on display

# ART SERVICES

## Corporate Art Collection Service

Seoul Auction offers a full range of curatorial services to companies seeking to build better corporate images through artwork and improve their customer service and work environments. Our services include all aspects of managing a corporate art collection, from corporate art acquisition to collection management.

1. Value assessment
2. Purchase
3. Sales
4. Total care service
5. Art rental
6. Marketing and PR



Richard Serra



Min Byung Hun





## OTHER SERVICES

### **Professional Artwork and Valuables Storage Service**

Seoul Auction operates three art storage facilities: Insa Art Storage, Jangheung Art Storage, and Pyeongchang Space. Each of these facilities offers safe and convenient storage of artwork through a range of storage options, including personal lockers and storage spaces in various sizes.

### **Exhibition Venue Rental**

Seoul Auction's A-Space in Pyeongchang-dong, Jongno-gu is one of the best of its kind for holding art exhibitions. With first-class constant temperature, humidity control, and lighting systems, the spacious hall can be modified to accommodate exhibitions of varying sizes and purposes. A-Space can host not only art exhibitions but also fashion shows, car launches, and all manner of VIP events.

### **Art Finance**

Seoul Auction offers security loans using artworks and antiques as collateral.

Types of collateral: Any artwork or antique that can be auctioned

Ex: Modern and contemporary artworks, antiques (excluding Chinese ceramics)

Loan amount: Up to 50 percent of the estimated market value of the collateral item/artwork

### **Corporate Cultural Event Services**

Seoul Auction offers planning services of special corporate cultural events and a wide range of collaborations through its brand partnership. We provide customers with various event planning series and a special marketing experience, including lectures on art and culture for VIP customers associated with businesses and brands and the organization of mini-auctions.



# INVITATION TO CONSIGN

Seoul Auction offers you the highest quality consignment services.

E-Mail: [info@seoulauction.com.hk](mailto:info@seoulauction.com.hk) / Tel: +82 (0)2 395 0330



**Chun KyungJa**  
Dancers in Thailand

Color on paper  
40.7x31.6cm, 1987  
Estimate on request  
Hammer Price KRW 450,000,000



**Kim HongDo**  
Plum Blossom

Ink and color on paper  
29.5x36.5cm, Joseon period  
Estimate KRW 45,000,000 - 100,000,000  
Hammer Price KRW 195,000,000



**Ha ChongHyun**  
Conjunction 78-7

Oil on hemp cloth  
180x140cm  
Estimate KRW 60,000,000 - 100,000,000  
Hammer Price KRW 200,000,000



**Lee UFan**  
With Winds

Oil and mineral pigment on canvas  
259x193.3cm, 1990  
Estimate HKD 4,400,000 - 6,800,000  
Hammer Price HKD 4,400,000



**Yoo YoungKuk**  
Untitled

Oil on canvas  
127.6x158.8cm, 1965  
Estimate HKD 3,000,000 - 5,000,000  
Hammer Price HKD 3,200,000



**Chung SangHwa**  
Untitled 05-3-25

Acrylic on canvas  
258.8x193.8cm, 2005  
Estimate HKD 4,000,000 - 7,000,000  
Hammer Price HKD 7,500,000

## Park SeoBo

Ecriture 描法 No.2-80-81

Pencil and oil on hemp cloth  
181.2x226.7(H)cm (150), 1980, 1981  
17th Seoul Auction Hong Kong Sale  
Estimate HKD 3,400,000 - 5,400,000  
Hammer Price HKD 6,500,000



AN EYE FOR FUTURE VALUE



White Porcelain Jar

42.2x42.2x42(h)cm, Joseon-Early 18th century  
2015 17th Seoul Auction Hong Kong Sale  
Estimate HKD 12,000,000 – 16,000,000  
Hammer Price HKD 12,000,000





#### **HEAD OFFICE, SEOUL**

Seoul Auction Head Office (A-space)

24 Pyeongchang 30-gil, Jongno-gu, Seoul, Korea

Tel: +82 (0)2 395 0330 Fax: +82 (0)2 395 0338 [info@seoulauktion.com](mailto:info@seoulauktion.com)

#### **GANGNAM BRANCH, SEOUL**

Seoul Auction Gangnam Branch (S-space)

Horim Art Center, 1st Fl. 6 Dosandaero 45-gil, Gangnam-gu, Seoul, Korea

Tel: +82 (0)2 542 2412 Fax: +82 (0)2 542 0949

#### **HONG KONG LIMITED**

Seoul Auction Hong Kong Limited

1515 Prince's Building, 10 Chater Road, Central, Hong Kong

Tel: +852 2537 1880 Fax: +852 2537 2810 [info@seoulauktion.com.hk](mailto:info@seoulauktion.com.hk)