

John Baldessari

Tips for Artists Who Want to Sell, 1966

TIPS FOR ARTISTS WHO WANT TO SELL

- GENERALLY SPEAKING, PAINTINGS WITH LIGHT COLORS SELL MORE QUICKLY THAN PAINTINGS WITH DARK COLORS.
- SUBJECTS THAT SELL WELL :
MADONNA AND CHILD, LANDSCAPES,
FLOWER PAINTINGS, STILL LIVES
(FREE OF MORBID PROPS ---
DEAD BIRDS, ETC.), NUDES, MARINE
PICTURES, ABSTRACTS AND SUR-
REALISM.
- SUBJECT MATTER IS IMPOR -
TANT: IT HAS BEEN SAID THAT PA-
INTINGS WITH COWS AND HENS
IN THEM COLLECT DUST
--- WHILE THE SAME PAINTINGS
WITH BULLS AND ROOSTERS SELL.

SALE 1: Ali Banisadr \$135K Acquired in Art Basel Miami in 2013

Origin of the transaction: the artist

Ali Banisadr has a **very high demand** and **very little supply** because of how slowly he produces new Artworks → creating a long waiting list of potential buyers.

This was a unique opportunity to buy one of his works in Art Basel Miami 2013.



Ali Banisadr
Rising Down , 2008
Oil on canvas 70 x 85 cm

SALE 1: Ali Banisadr \$135K, Acquired in Art Basel Miami in 2013



Full details 

24

Title
Description

Medium
Year of Work
Size

Misc.
Sale of

Estimate
Sold For

Ali Banisadr

Home
signed and dated 'Ali Banisadr 08' (on the overlap)oil
on linen30 1/8 x 36 in. ([More ...](#)
oil on linen
2008
Height 30.1 in.; Width 36 in. / Height 76.5 cm.;
Width 91.4 cm.
Signed
Christie's New York: Wednesday, May 14, 2014 [Lot
00504]
Post-War and Contemporary Afternoon Session
120,000 - 180,000 USD 
173,000 USD Premium 



Full details 

12



Title
Description

Medium
Year of Work
Size

Misc.
Sale of

Estimate
Sold For

Ali Banisadr

Burn it Down
Ali Banisadr (Iranian, b. 1976)Burn it DownsIGNED
and dated 'Ali BANISADR 2012' [More ...](#)
oil on linen
2012
Height 29.9 in.; Width 36 in. / Height 76 cm.; Width
91.5 cm.
Signed
Christie's London: Wednesday, October 25, 2017 [Lot
00044]
Middle Eastern, Modern and Contemporary Art
120,000 - 180,000 GBP 
(159,024 - 238,536 USD)
150,000 GBP Premium 
(198,780 USD)

SALE 1: Ali Banisadr \$135K, Acquired in Art Basel Miami in 2013



Title: The Light

Signed and Dated Ali Banisadr 2010 (lower right and overlap)

Year: 2010

Medium: Oil on Canvas

Dimensions: 30 1/8 x 36in. (76.5 x 91.5cm.)

Sales of Christie's Dubai: Saturday, March 18, 2017 [Lot 00007]

Dubai: Modern and Contemporary Art

Estimate: 150 000 – 200 000 USD

Sold For: 259 000 USD Premium

Provenance: Galerie Thaddeus Ropac, Paris.

Acquired from the above by the present owner in 2010.

SALE 2: MAILLO 4,500€, Acquired in 2016

Origin of the Transaction → the artist

As MAILLO was a new artist, we have to provide our clients with a portfolio of his works .



The counseling/advisory process is very important in this kind of transactions. As well as a post-sale follow up.

SALE 2: MAILLO 4,500€, Acquired in 2016

Current primary market value: 7,200€
2,700€ in benefits in only 2 years, a 38%



Maillo

Movimiento de Mantequilla, 2015
Mixed medio over canvas, 200 x 162 cm

SALE 2: Maillo 4,500€, Acquired in 2016

Maillo

Tipón , 2015

Mixed media over canvas, 146 x 114 cm



Sold on November 2018 for 5,500€

Maillo

Chank , 2019

Mixed media over canvas, 300 x 195 cm



Sold on March 2019 for 10,000€

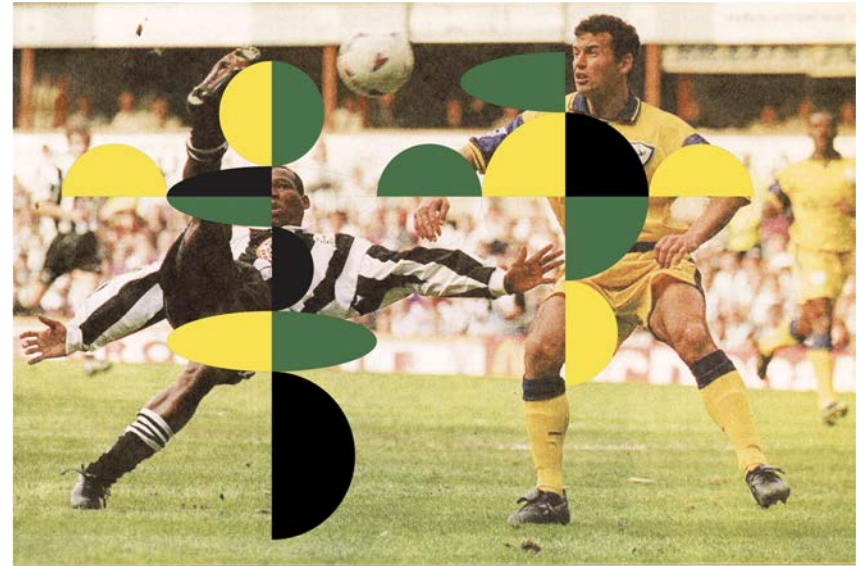
SALE 3: Gabriel Orozco \$300 K Acquired in 2017

Origin of the Transaction → the artist

The negotiation for the acquisition of the work consisted on →

- Study of the work and possible buyer.
- Unique Option.
- Closing the sale.

**Current value of the primary market: \$360K
(The benefit after the transaction is 60K- a 20%)**



Asprilla, the Newcastle United substitute, attempts an overhead kick despite the close attention of Calderwood at St James' Park yesterday. Photograph: Marc Aspland

Gabriel Orozco

Atomists: Asprilla , 1996

Overcomputer generated print mounted on aluminum, divided in 3 parts, 200 x 292.1 cm

SALE 3: Gabriel Orozco \$300K, Acquired in 2017



[Full details](#) 

1

Title
Description

Medium

Year of Work
Size

Edition
Sale of

Estimate
Sold For

Gabriel Orozco

Atomists: Ascension
Gabriel Orozco (b. 1962)Atomists: Ascensiondiptych--
computer-generated print, fl **More ...**
diptych--computer-generated print, flush-mounted on
aluminum

1996
Height 77.5 in.; Width 27.5 in. / Height 196.8 cm.;
Width 69.8 cm.

ed. 3
Christie's New York: Friday, November 16, 2018 [Lot
00902]

Post-War and Contemporary Art Afternoon Session
60,000 - 80,000 USD 
187,500 USD Premium 



[Full details](#) 

8

Title
Description

Medium
Year of Work
Size

Sale of

Estimate



Sold For

Gabriel Orozco

Atomists: Jump over
Gabriel Orozco (b. 1962)Atomists: Jump
overcomputer generated print mounted on alu **More**
...

digital print, mntd on aluminum
1996
Height 35.5 in.; Width 82.7 in. / Height 90.1 cm.;
Width 210.1 cm.

Christie's South Kensington: Wednesday, September
29, 2010 [Lot 01285]
Lehman Brothers: Artwork and Ephemera

60,000 - 80,000 GBP 
(94,846 - 126,462 USD)
99,650 GBP Premium 
(157,524 USD)

SALE 4: Damien Hirst 38K GBP (\$68K), Acquired in 2008

Origin of the Transaction: both the artist and the work→ Auction at Sotheby's

This transaction took place because of a very specific opportunity. The client has a maximum bidding budget of 40K GBP.

Current value at the Primary Market→ 150K GBP

What is the best selling option?



Damien Hirst
Scorpio , 2008
Butterfly and household gloss on canvas, Diámetro: 61cm

SALE 4: Damien Hirst 38K GBP (\$68K), Acquired in 2008



Full details 

2

Title
Description
Medium
Year of Work
Size

Damien Hirst

Libra
signed, titled and dated 2008 on the reverse; signed on the stretcherbutterfly **More ...**
butterfly and household gloss on canvas
2008
Height 24 in.; Width 24 in. / Height 61 cm.; Width 61 cm.

Misc.
Sale of

Signed, Inscribed
Sotheby's London: Tuesday, September 16, 2008 [Lot 00165]

Estimate

Damien Hirst - Beautiful Inside My Head Forever
30,000 - 40,000 GBP 
(53,840 - 71,787 USD)

Sold For

67,250 GBP Premium 
(120,692 USD)



Full details 

1

Title
Description
Medium
Year of Work
Size

Damien Hirst

Acquarius
signed, titled and dated 2008 on the reverse; signed on the stretcherbutterfly **More ...**
butterfly and household gloss on canvas
2008
Height 24 in.; Width 24 in. / Height 61 cm.; Width 61 cm.


Misc.
Sale of

Signed, Inscribed
Sotheby's London: Tuesday, September 16, 2008 [Lot 00169]

Estimate

Damien Hirst - Beautiful Inside My Head Forever
30,000 - 40,000 GBP 
(53,840 - 71,787 USD)

Sold For



34,850 GBP Premium 
(62,544 USD)

SALE 4: Damien Hirst 38 GBP K (68K\$), Acquired in 2008



[Full details](#) 

2

Title	Damien Hirst
Description	Dhanus signed on the stretcher; dated 2008/09 on the reverse More ...
Medium	household gloss and butterfly on canvas
Year of Work	2008
Size	Height 24 in.; Width 24 in. / Height 61 cm.; Width 61 cm.
Sale of	Sotheby's London: Thursday, June 30, 2011 [Lot 00304] Contemporary Art Day Auction
Estimate	50,000 - 70,000 GBP  (80,321 - 112,449 USD)
Sold For	85,250 GBP Premium  (136,947 USD)

SALE 5: Rashid Rana \$105K, Acquired in 2011

Origin of the Transaction → the client and the Artwork at an Art Fair.

Previous to the transaction, we carried out a study→

- **Why is it a good acquisition?**
- **The Artwork has never been at auction** → It is not available in the secondary market and there is no comparative at auction record.

**Current value in the primary market: \$180K →
\$75K in benefits in 7 years ; a 72%**



Rashid Rana

Everything and Nothing , 2010-2011

Photographic print with LightJet + DIASEC, size (variable):

Edition $\frac{1}{5}$ y $\frac{2}{5}$ → each panel of 304.8 x 241.94 cm

Edition $\frac{3}{5}$ → each panel of 290 x 230.19 cm

SALE 5: Rashid Rana \$105K, Acquired in 2011





SALE 5: Rashid Rana \$105K, Acquired in 2011



	Rashid Rana
Title	Veil IV (in 4 parts)
Description	photographic print, in four parts Executed in 2007, this work is number 3 from an edition of 5.
Medium	photographic print
Year of Work	2007
Size	Height 39.4 in.; Width 92.9 in. / Height 100 cm.; Width 236 cm.
Edition	3/5
Sale of	Sotheby's London: Thursday, February 5, 2009 [Lot 00026] Contemporary Evening Sale
Estimate	100,000 - 150,000 GBP  (144,571 - 216,857 USD)
Sold For	313,250 GBP Premium  (452,869 USD)
Provenance	Albion Gallery, London Acquired directly from the above by the present owner

SALE 5: Rashid Rana \$105K, Acquired in 2011



Title	Rashid Rana
Description	Red carpet - 1 Chromogenic print mounted on Diasec Executed in 2007, this work is number 5...
Medium	chromogenic print, mntd
Year of Work	2007
Size	Height 87 in.; Width 116 in. / Height 221 cm.; Width 294.6 cm.
Edition	5/5
Sale of	Sotheby's New York: Thursday, May 15, 2008 [Lot 00475] Contemporary Art Day Auction
Estimate	100,000 - 150,000 USD 
Sold For	623,400 USD Premium 

SALE 8: George Condo \$35K, Acquired in 2012

Origin of the Transaction: the client and a special request from his side.

The CONDO effect →

- Auction results + Exhibitions in museums =
 - 2015 - \$70K
 - 2016 - \$80K
 - 2019 - \$100K → *almost a 290%*
- Relationship between aesthetic value and economic value.

What is the best selling option?



George Condo

Abstract Head , 2012


Coloured pencil on paper, 76.2 x 56.5 cm

SALE 8: George Condo \$35K, Acquired in 2012



[Full details](#) 



9

George Condo
UNTITLED
 George Condo B. 1957 UNTITLED signed, dated 5/09 and dedicated charcoal on [More ...](#)
 charcoal on paper
 Medium
 Year of Work
 2009
 Size
 Height 29.9 in.; Width 22.4 in. / Height 76 cm.; Width 56.9 cm.
 Misc.
 Signed, Inscribed
 Sale of
 Sotheby's London: Wednesday, March 6, 2019 [Lot 00163]
 Contemporary Art Day Auction
 Estimate
 60,000 - 80,000 GBP 
 (78,895 - 105,193 USD)
 Sold For
 81,250 GBP Premium 
 (106,837 USD)





[Full details](#) 

1

George Condo
THINKING OF SNOOPY
 George Condo B. 1957 THINKING OF SNOOPY signed and dated 05 sanguine crayo [More ...](#)
 sanguine crayon on paper
 Medium
 Year of Work
 2005
 Size
 Height 16.2 in.; Width 15.2 in. / Height 41.2 cm.; Width 38.5 cm.
 Misc.
 Signed
 Sale of
 Sotheby's London: Saturday, October 6, 2018 [Lot 00103]
 Contemporary Art Day Auction
 Estimate
 40,000 - 60,000 GBP 
 (52,472 - 78,709 USD)
 Sold For
 100,000 GBP Premium 
 (131,181 USD)

1

George Condo
Untitled (Banker)
 George Condo (b. 1957) Untitled (Banker) signed and dated 'Condo 2010' (upper left [More ...](#)
 colored pencil on paper
 Medium
 Year of Work
 2010
 Size
 Height 30 in.; Width 22.2 in. / Height 76.2 cm.; Width 56.5 cm.
 Misc.
 Signed
 Sale of
 Christie's New York: Friday, November 16, 2018 [Lot 00801]
 Post-War and Contemporary Art Afternoon Session
 Estimate
 70,000 - 90,000 USD 
 Sold For
 275,000 USD Premium 

SALE 10: Ugo Rondinone \$68K, Acquired in 2017

Origin of the Transaction: the Artwork.

Prior to the transaction, we carried out a study of the Artwork.

Sale of the Artwork → 5 months after the acquisition.

- Sold for \$106K

Benefit of \$38K in 5 months, a 56%



Ugo Rondinone

The Crafty , 2014

Bluestone and stainless steel with concrete base

Sculpture: 52 x 16 x 10 cm

Base: 7.5 x 25.5 x 25.5 cm

SALE 10: Ugo Rondinone \$68K, Acquired in 2017



[Full details](#)



7

Title	Ugo Rondinone
Description	THE EXCITED incised with the artist's signature, titled and dated 2013 on the base bluestone More ...
Medium	bluestone and stainless steel with concrete base
Year of Work	2013
Size	Height 71.3 in.; Width 25 in.; Depth 24.8 in. / Height 181 cm.; Width 63.5 cm.; Depth 63 cm.
Misc.	Signed, Inscribed
Sale of	Sotheby's London: Thursday, June 27, 2019 [Lot 00222]
Estimate	Contemporary Art Day Auction 150,000 - 250,000 GBP ⓘ (190,162 - 316,937 USD)
Sold For	175,000 GBP Premium ⓘ (221,855 USD)

Marilyn Monroe (Marilyn) by Andy Warhol, 1967



Marilyn Monroe (Marilyn) Serigraphies by Andy Warhol, ED:250



[Full details](#) 

14

Title
Description

Medium
Year of Work
Size

Edition
Misc.
Sale of

Estimate

Sold For


Andy Warhol

Marilyn Monroe
ANDY WARHOL (1928-1987) Marilyn Monroe
screenprint in colours, 1967, on wove paper, init

[More ...](#)

screenprint
1967
Height 36 in.; Width 36 in. / Height 91.5 cm.; Width 91.5 cm.

ed. 65/250
Signed, Stamped
Christie's London: Wednesday, March 18, 2020 [Lot 00093]

Prints & Multiples
80,000 - 120,000 GBP 
(94,095 - 141,143 USD)

150,000 GBP Premium 
(176,429 USD)



[Full details](#) 

22

Title
Description

Medium
Year of Work
Size

Edition
Misc.
Sale of

Estimate


Sold For

Andy Warhol

Marilyn Monroe (Marilyn)
"Marilyn Monroe (Marilyn) (F. & S. II.23) (1967)".
Serigrafía sobre papel. Al dorso firmad [More ...](#)

screenprint
1967
Height 36 in.; Width 36 in. / Height 91.4 cm.; Width 91.4 cm.

7/250
Signed
Duran Sala de Arte y Subastas: Monday, January 20, 2020 [Lot 00223]

Subasta 580 enero 2020
45,000 - 45,000 EUR 
(49,878 - 49,878 USD)

Bought In

Marilyn Monroe (Marilyn) Serigraphies by Andy Warhol, ED:250



[Full details](#) 

8

Title
Description

Medium
Year of Work
Size

Edition
Misc.
Sale of

Estimate
Sold For


Andy Warhol

Marilyn Monroe (Marilyn): one print
ANDY WARHOL (1928-1987)Marilyn Monroe
(Marilyn): one printscreenprint in co **More ...**
screenprint in colors

1967
Height 36 in.; Width 36 in. / Height 91.4 cm.; Width
91.4 cm.

ed. 228/250
Signed, Stamped
Christie's Online: Thursday, May 14, 2020 [Lot
00003]

Working from Home: Prints and Multiples

70,000 - 100,000 USD 

93,750 USD Premium 



[Full details](#) 

25

Title
Description

Medium
Year of Work
Size

Edition
Misc.
Sale of

Estimate
Sold For


Andy Warhol

Marilyn Monroe (Marilyn) Marilyn Monroe (Marilyn)
Silkscreen in colors[Größe][signiert]-->Marilyn
Monroe (Marilyn). 1967. **More ...**

Silkscreen in colors
1967
Height 36 in.; Width 36 in. / Height 91.5 cm.; Width
91.4 cm.

ed. 250
Signed
Ketterer Kunst GmbH & Co KG: Friday, December 6,
2019 [Lot 00027]

Auction 497: Limited Editions

70,000 - 90,000 EUR 

(77,356 - 99,458 USD)

87,500 EUR Premium 

(96,695 USD)

Mao by Andy Warhol, 1972



Mao Serigraphies by Andy Warhol, ED:250



[Full details](#) 

80

Title
Description

Medium
Year of Work
Size

Edition
Misc.
Sale of



Estimate
Sold For

Andy Warhol

MAO: one plate
ANDY WARHOL (1928-1987)Mao: one
platescreenprint in colors, on Beckett High Whit **More**
...

screenprint in colors
1972
Height 35.9 in.; Width 35.9 in. / Height 91.1 cm.;
Width 91.1 cm.

ed. 62/250
Signed, Stamped
Christie's New York: Thursday, April 18, 2019 [Lot
00071]

Prints & Multiples
30,000 - 50,000 USD 
62,500 USD Premium 



[Full details](#) 

18

Title
Description

Medium
Year of Work
Size

Edition
Cat. Rais.
Misc.
Sale of

Estimate
Sold For

Andy Warhol

MAO (F. & S. II.95)
Andy Warhol1928 - 1987MAO (F. & S.
II.95)Screenprint in colours, 1972, a pr **More ...**
screenprint

1972
Height 36 in.; Width 36 in. / Height 91.5 cm.; Width
91.5 cm.

PP; aside from ed. 250
FELDMAN & SCHELLMANN
Signed, Stamped
Sotheby's London: Wednesday, September 26, 2018
[Lot 00187]



Prints & Multiples
15,000 - 25,000 GBP 
(19,765 - 32,942 USD)
37,500 GBP Premium 
(49,413 USD)

Mao Serigraphies by Andy Warhol, ED:250



[Full details](#) 



35

Title	Andy Warhol
Description	MAO (FELDMAN & SCHELLMANN II.90) ANDY WARHOL1928 - 1987MAO (FELDMAN & SCHELLMANN II.90)Screenprint in c More ...
Medium	Screenprint in colors
Year of Work	1972
Size	Height 36 in.; Width 36 in. / Height 91.4 cm.; Width 91.4 cm.
Edition	ed. 65/250
Cat. Rais.	FELDMAN & SCHELLMANN
Misc.	Signed, Stamped
Sale of	Sotheby's New York: Monday, December 16, 2019 [Lot 00075] Prints and Multiples Online
Estimate	30,000 - 50,000 USD 
Sold For	43,750 USD Premium 



[Full details](#) 

51

Title	Andy Warhol
Description	Mao Andy Warhol (American, 1928-1987)Mao1972, signed in ball-point pen verso (a proo More ...)
Medium	color screenprint
Year of Work	1972
Size	Height 36 in.; Width 36 in. / Height 91.4 cm.; Width 91.4 cm.
Edition	Proof aside from ed. 250 + 50 AP
Misc.	Signed, Stamped
Sale of	Freeman's: Wednesday, October 30, 2019 [Lot 00053] The Collection of Robert J. Morrison
Estimate	20,000 - 30,000 USD 
Sold For	50,000 USD Premium 

Acquisition: Mao by Andy Warhol, 1972

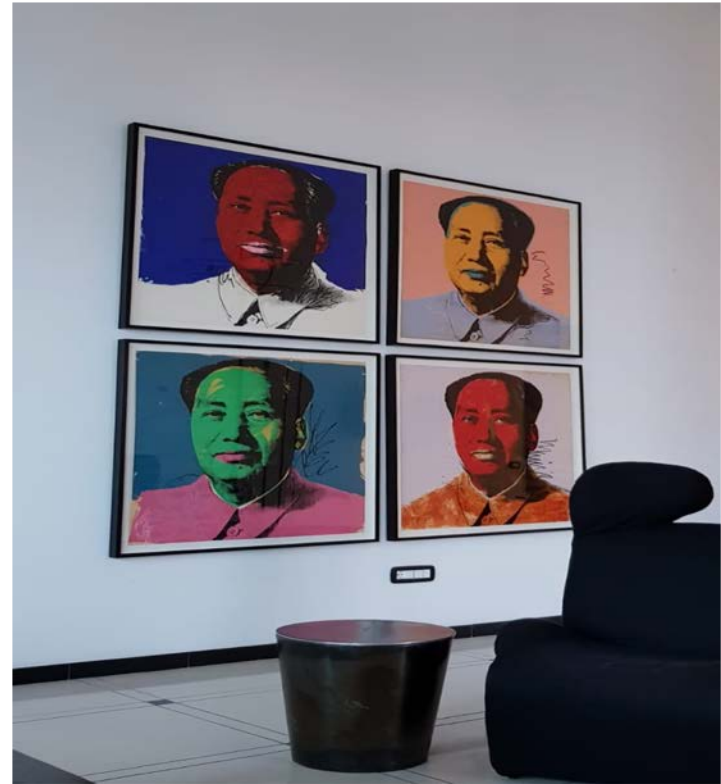
The acquired Artworks were:

MAO 98

MAO 92

MAO 93

MAO 96



The Importance of History in Artworks

Anselm Kiefer
Melancholia , 2006



The Importance of History in Artworks

Albrecht Dürer
Melancholia , 1514



The Importance of History in Artworks

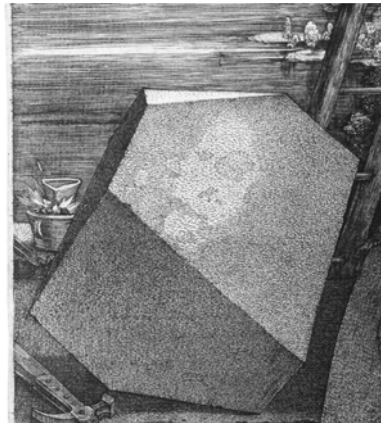
Anselm Kiefer

Melancholia , 2006 (Detail)



Alberto Durero

Melancholia , 1514 (Detail)



Credits for the images

All of the auction results are from Artnet.com

- Artnet.com
- Ali Banisadr: <http://www.alibanisadr.com/> & <https://ropac.net/> & <https://www.blainsouthern.com/>
- MAILLO: <http://www.mailloart.com/> & <https://poncerobles.com/es/>
- Gabriel Orozco: <https://www.kurimanzutto.com/> & <https://www.mariangoodman.com/>
- Damien Hirst: <http://www.damienhirst.com/> & <https://gagosian.com/> & <https://whitecube.com/>
- Rashid Rana: <https://www.lissongallery.com/> & <https://www.gallerychemould.com/>
- James Rosenquist: <http://www.jamesrosenquiststudio.com/> & <https://gagosian.com/> & <https://ropac.net/>
- George Condo: <https://www.skarstedt.com/> & <https://www.simonleegallery.com/>
- Ugo Rondinone: <https://ugorondinone.com/> & <https://www.estherschipper.com/> & <https://www.gladstonegallery.com/>
- Andy Warhol: <https://warholfoundation.org/>
- Anselm Kiefer: <https://gagosian.com/> & <https://whitecube.com/> & <https://ropac.net/>
- Joe Baldessari: <https://gagosian.com/> & <https://www.mariangoodman.com/>

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