

THE *VIRTUAL* MAYFAIR ANTIQUES & FINE ART FAIR 2021 SALES & QUOTES

The ninth Mayfair Antiques & Fine Art Fair was not able to go ahead in its usual format last week at the London Marriott Hotel Grosvenor Square in London's Mayfair due to the pandemic and current lockdown. From 7th until 10th January 2021, the event instead was hosted online with some 42 dealers, the majority of which usually exhibit at this annual event.

Organiser, Ingrid Nilson, director of The Antiques Dealers Fair Limited said, "In these difficult times the art and antiques industry needs as much help as possible. We know that business is still happening and thought we could support our loyal exhibitors, who have taken a stand at our Mayfair fair over the years, by holding an online event to spread the word and assist in promoting their stock. Therefore, our four day Virtual Mayfair Antiques & Fine Art Fair replace the event usually held at the 5 star London Marriott Hotel Grosvenor Square. However, whilst more accessible to people around the world, an online fair still lacks the splendour and atmosphere that comes with a luxury venue and the buzz of a well-attended event when people visit and enjoy the diverse art and antiques displayed and the enormous efforts that each individual dealer makes to produce an enticing and exciting stand for collectors, interior designers and discerning visitors.

I would like to thank everyone behind the scenes who has made the virtual fair possible. This includes Gail McGuffie, who has worked tirelessly to secure great media coverage, Janet Pruce, who created lovely artwork and my husband and fellow director, Åke, who again made the whole thing possible by building the application in the first place.

The trade associations have done their participating members proud by promoting the virtual fair and I am also very grateful to our Media Partners - Country Life and Art & Museum Magazine for the advertising provided. Wetherell, the Mayfair property specialist and longstanding supporter of the event, deserves a special mention for the New Year mailshot, which focused on our virtual fair.

As always, the trade press has been very generous with coverage and thanks go to the Antiques Trade Gazette, Antiques News & Fairs and Antique Collecting magazine for their ongoing support. Fellow organisers such as Penman Fairs have also done their bit to generate interest, again confirming that we are all in this together, and our loyal exhibitors have of course spent valuable time making customers aware of the online showcase. Fairs, be they physical or virtual, are the result of a huge amount of combined effort and dedication and it is gratifying to see that the spirit of cooperation is stronger than ever as we enter 2021 and some challenging months ahead."

Margaret Cowley of **Garret & Hurst Sculpture** emailed: "Within an hour of Peter sending out our email invites we had a reply from USA. We do not know who he is but he was obviously on our data base. He was interested in the piece on the ticket. Today, we accepted an offer for a £3,000 for 'The Poet' by

THE ANTIQUES DEALERS FAIR LIMITED

THE
VIRTUAL MAYFAIR
ANTIQUES & FINE
ART FAIR

7-10 January 2021

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French sculptor Eutrope Bouret (1833-1906). Nobody is more shocked than us as online is not something that normally works for us, so thank you all for your, as usual, wonderful effort in putting this out there."

Mike Moir of **M&D Moir** said, "Within a few hours of the virtual fair opening, a Mayfair regular, but new to us, had drilled down through the site to our website and bought one of our star pieces - yes we are very happy." **M&D Moir** sold a very rare Loetz yellow Cytisus pattern vase, about 5 inches tall, c.1902 to continental trade.

Stewart Abbott of **S&J Abbott Ceramics Plus** was "pleased to have made a sale" of a decorative item Mr Punch or Pulcinello, a chromolithograph, 17 x 25cm, inscribed J. Brandard, circa 1840-1850.. Brandard is mainly remembered today for his sheet music covers.

Frank Wilson of **Wilson's Antiques** wrote that he sent out over 160 e-tickets to his customers and that one came back and purchased a watercolour of the South Downs at the back of Arundel Castle and another was considering a small Regency Pembroke table, as well as wanting to know about the picture on the invitation.

Historical medal specialist **Timothy Millett** said, "I emailed all my customers with winter updates and the Virtual Fair together. I sold the Nelson portrait and made other sales. "The Virtual Fair brought me attention and sales and people enjoyed looking at the Fair site." The sold item was a rare plaster portrait of Admiral Lord Nelson, by William Tassie, circa 1805, signed Tassie with an inscription on the truncation, "Admiral Lord Nelson Died in the Glorious Battle of Trafalgar, October 21, 1805", contained in original frame.

Ron Hodgson of **Ashleigh House Antiques**, who has been a successful exhibitor at The Mayfair Antiques & Fine Art Fair over the past few years, wrote "I was quite pleased with the response from Mayfair virtual... I had two sales; one sale is fairly local and I am delivering tomorrow. The other is to an Irish doctor from Cork. Anyway I am very pleased with the 77 referrals to my 'shop' - shows it's a viable model."

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