

20th Century and Contemporary Design



FREEMAN'S



Freeman's by the Numbers

88 COUNTRIES

With Active Buyers

\$6.4M

Best Auction Result
to Date

\$4.7M

Highest Selling
Lot to Date

(July 2020 - July 2021)

92%

Average
Sell-Through Rate

\$10M+

Total Result for Single-Owner Collections

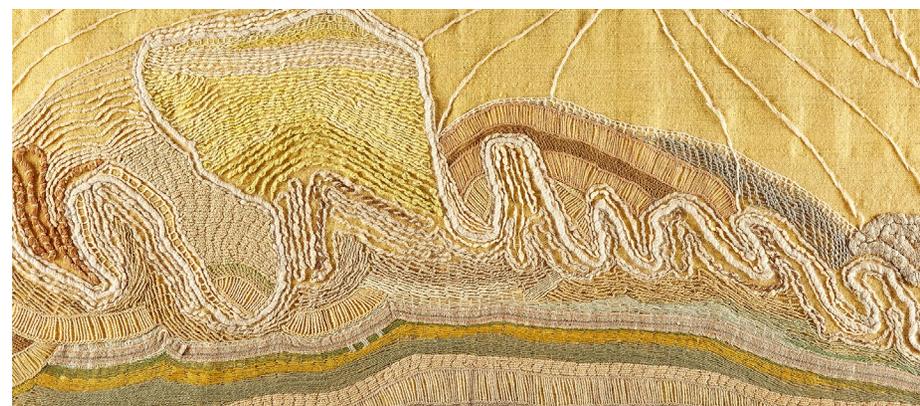
20th Century and Contemporary Design

Freeman's auctions of Design feature an impressive variety of studio furniture, ceramics, and glass, and emphasize the fine and rare in order to appeal to the discerning collector and institution alike. Our experts are industry leaders with specialized knowledge of the market for works by important and influential designers and craftsmen from around the world.

Art and Design

In response to market demand, Freeman's holds biannual *Art and Design* auctions, which feature a selection of multiples, works on paper and design pieces by important international modern designers and 20th century fine artists at more accessible price points suitable for both established and emerging collectors.

Highlighting a synthesis of bold color, dynamic geometry, expressive lines, exceptional craftsmanship and functionality, these sales feature an array of works of varying media by modern masters including George and Mira Nakashima, Tiffany Studios, Frank Stella, Roy Lichtenstein, Robert Motherwell, Ellsworth Kelly, and Sam Gilliam, among many others.





64

works by George Nakashima
sold at Freeman's in 2020

100%

Sell-Through Rate (2000-2020)

Highest Auction Price Achieved for works by George Nakashima

four out of five of the
last years

Pennsylvania Craftsmanship

As Pennsylvania's premier auction house, Freeman's is especially committed to the craftsmanship and artistry of Pennsylvania. We specialize in the sale of works by celebrated local craftsmen of the 20th century, including Samuel Yellin, Wharton Esherick, Paul Evans, Phillip Lloyd Powell, and George Nakashima.

Each year, Freeman's sells a critical mass of Nakashima with the goal of attracting the strongest interest from Nakashima buyers, without saturating the market. An industry leader in the sale of George Nakashima works, Freeman's marketing efforts and personal relationships with buyers and the Nakashima studio make us a destination for the most active and serious collectors of Nakashima, and help us to achieve some of the strongest prices for this artist.

Personalized Attention

Freeman's prides itself on the focused and personalized attention afforded to each and every collection. We believe that any successful auction involves an ongoing dialogue, and we continually and actively engage with both our consignors and buyers throughout the auction process.

Senior experts with decades of market experience and deep buyer networks weigh in on decisions surrounding successful sale and marketing strategies for all collections. Our specialists conduct thorough research; navigate the sometimes complicated and extended process of authentication; and perform targeted, personal outreach to maximize focus on the top works in each collection.



Tradition and Innovation

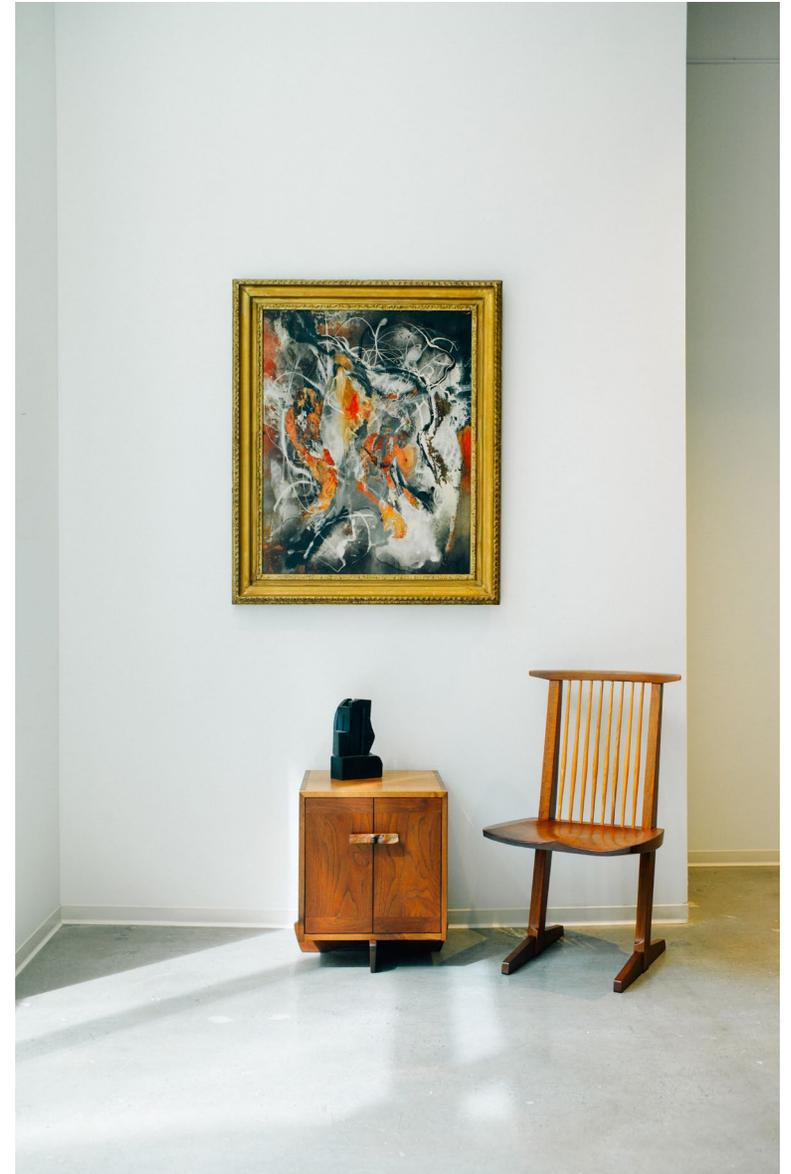
As America's oldest auction house, Freeman's has been a constant in the auction world for 215 years. Today, due to our longstanding tradition of excellence, we are considered one of the leading auction houses on the East Coast.

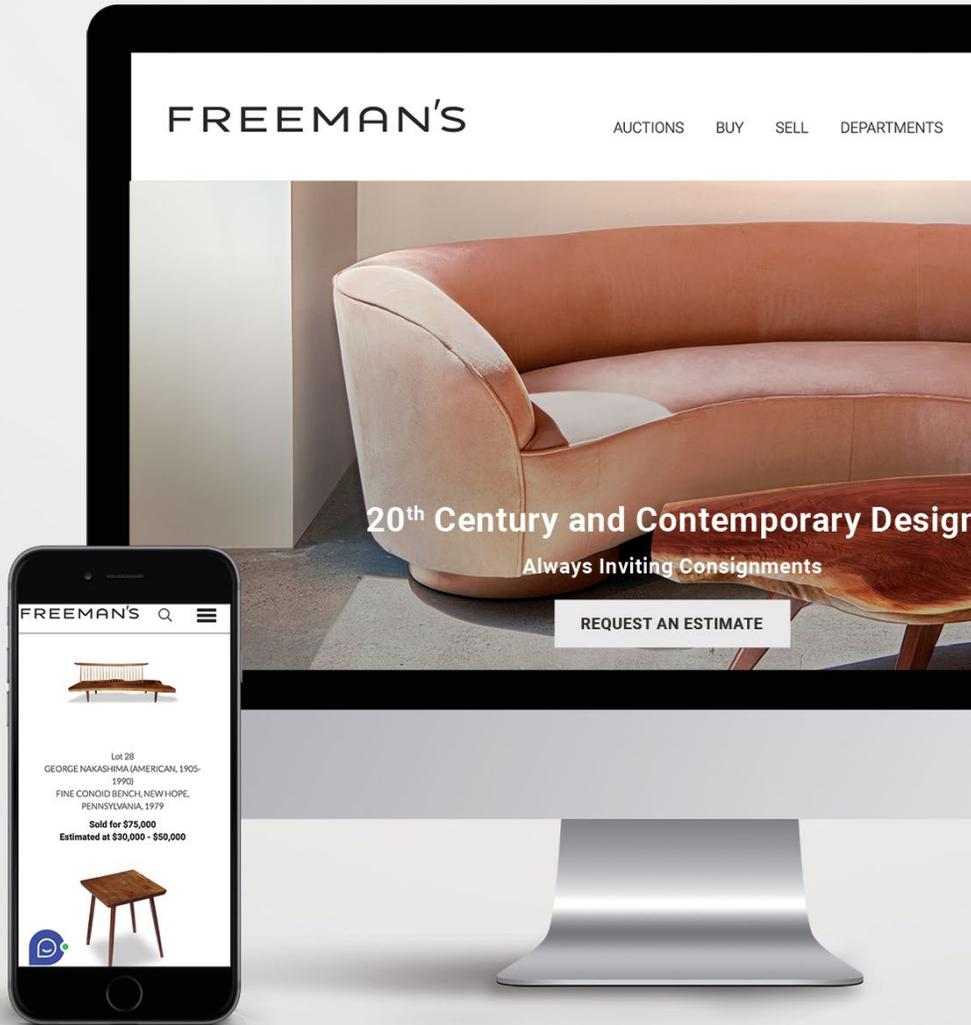
Freeman's familiarity with the market, dedicated team of specialists, and relentless focus on service have resulted in an international reputation for achieving exceptional prices and client satisfaction.

Our regional offices and representatives, combined with our international alliance with Lyon & Turnbull and our strong online presence, mean that we are able to meet today's growing demand for global service.

In early 2020, Freeman's opened its new flagship location in Center City's prestigious 2400 Market Street and a second Philadelphia location at 1600 West Girard Avenue.

While we remain ingrained within the heart of the city that we have called home since 1805, we maintain our legacy by innovating in today's thriving auction world.





Adaptability

As we celebrate our legacy and look to the future, Freeman's has carefully examined the current market and industry and thoughtfully developed new processes, technology and staffing to become more adroit and competitive within the fast-changing art industry.

Our resourceful and forward-thinking solutions enable us to quickly pivot, adjust to new circumstances, and to customize our services to better meet the needs of our clients.

- New online bidding technology Freeman's LIVE, including exposure on digital auction platforms such as Invaluable, Live Auctioneers, and Bidsquare
- Efficient workflows centered on the client consignment and bidding experience
- Data-driven marketing strategies that maximize results for consignors



Tiffany Studios
Engraved by William J. Stone, 1823
Angels Representing Seven Churches,
A Rare Set of Seven Windows (detail),
1966

Pre-Sale Low Estimate: \$150,000
Sold at Freeman's: \$705,000
470% of Low Estimate

On November 10, 2020, Freeman's offered a rare, rediscovered set of windows by Tiffany Studios depicting Angels Representing Seven Churches. The single-lot sale achieved an impressive \$705,000—a testament to Freeman's ability to market one-off, unusual and high quality objects and collections.



Wharton Esherick: *The Hedgerow Theatre Collection*
Auction October 28, 2020

Pre-Sale Low Estimate: \$220,400
Result: \$398,125
Sell-Through Rate: 100%

On October 28, 2020, Freeman's offered important works by Wharton Esherick from the collection of Rose Valley's Hedgerow Theatre as the highlight of our annual *The Pennsylvania Sale*—an auction unique to Freeman's that is a comprehensive tribute to the region's history, people, and the art and objects they made, used, and cherished.



George Nakashima
(American, 1905-1990)
The Important "Holtz" Table, 1986
claro walnut, American black walnut,
rosewood

Pre-Sale Low Estimate: \$75,000
Sold at Freeman's: \$137,500
183% of Low Estimate

Freeman's April 2020 *Design* auction saw a 96% sell-through rate for George Nakashima furniture, with nearly 75% of lots offered selling at or above their high estimates. During this sale, Freeman's also achieved the best auction price of the season for a piece of furniture by George Nakashima when the Important "Holtz" table sold for \$137,500.



A Bucks County Life: The Collection
of Bonnie O'Boyle
Auction December 10, 2018

Pre-Sale Low Estimate: \$466,750
Result: \$782,131
Sell-Through Rate: 95%

On December 10, 2018, Freeman's presented *A Bucks County Life: The Collection of Bonnie O'Boyle*, a single-owner sale exhibiting the eclectic taste of the local philanthropist who surrounded herself with Pennsylvania art, craft and design in her historic farmhouse in Doylestown.



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