

Beat: Arts

ArtCurial expands its Watch department and welcomes Geoffroy Ader

as Exclusive Expert for Collectors

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USPA NEWS - As part of the development of its Watch Department, Artcurial is pleased to announce the arrival of expert, Geoffroy Ader, who will work with the department Director, Marie Sanna-Legrand. The recruitment confirms the strategic importance of this speciality for Artcurial.

As part of the development of its Watch Department, Artcurial is pleased to announce the arrival of expert, Geoffroy Ader, who will work with the department Director, Marie Sanna-Legrand. The recruitment confirms the strategic importance of this speciality for Artcurial. "The arrival of Geoffroy Ader, one of the best international experts, will enable us to expand our collector watches activity, an area where we are already the leading auction house in France and Monaco. His 20 years experience working with prestigious international auction houses and his sound knowledge of the watch market are qualities which will now benefit solely Artcurial" [7], explains Marie Sanna-Legrand, Director of Artcurial's Collector Watches Department.-----Geoffroy Ader, Artcurial's new exclusive expert says, "Joining Artcurial is a fascinating challenge. With my 20 years experience in Paris and Geneva I will bring a complete vision of the world of international collectors and the Swiss watch industry. Our first event will be the summer auctions in Monaco held next July. Over the past two years, the Watch Department has proved to be successful. I look forward to contributing to future accomplishments.-----"

Geoffroy Ader succeeds Romain Rea who launched this department within Artcurial 13 years ago. He now has decided to dedicate himself to editorial projects and expert consulting for watch manufacturers and also the expansion of his retail stores. Marie Sanna-Legrand took over as head of the Watch Department two years ago. In 2014, the department totalled 4 million Euros of sales, an increase of 48% compared to 2013, mainly thanks to the success of the monographic sale, Panerai Only. This same year the auction house set a world record for a Rolex watch sold at auction at 336 600 € / 453 333 \$. In 2015, Artcurial decided to concentrate its watch auctions in Monaco and organise two events in the Principality each year in January and July.

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Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile

info@unitedpressassociation.org
info@gna24.com
www.gna24.com