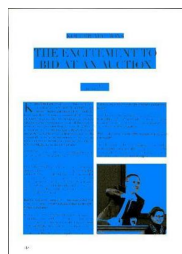




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KOLLER AUCTIONS THE EXCITEMENT TO BID AT AN AUCTION

TEXT: YOLANDA RISI

PICTURE: ZVG

Koller is the leading Swiss auction house with international offices in Munich, Dusseldorf, Milan, Hamburg, Beijing and Moscow. Each year, Koller holds more than 80 auctions, covering all of the major collecting categories: fine and decorative arts, jewellery, watches, vintage fashion and Asian art. Koller regularly achieves record prices and benefits from a large base of international bidders. With its team of highly experienced specialists, the family-owned auction house combines the distinct advantages of an internationally active auction house with Swiss reliability and efficiency. SETTE met CEO Cyril Koller to ask him a few questions.

SETTE: Why should a collector consider purchasing art at an auction? What distinguishes auctions from other forms of art acquisition?

Cyril Koller: What's unique to auctions is the experience. Bidding for a work of art is very exciting, and the thrill you feel when you hold the winning bid is something that never gets old-fashioned. But it's also one of the safest ways to purchase art, jewellery or watches: the auction process is by nature open and transparent, and you're buying with the knowledge that Koller provides a guarantee for every item that passes through our hands.

But the bidding often only lasts a few minutes for each item. Isn't it risky to make a decision like that in such a limited time frame?

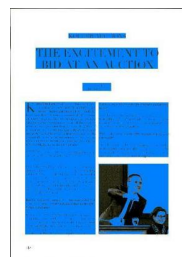
Buying at an auction rarely means deciding on the spur of the moment to buy an artwork. You have the opportunity to view the work during the auction preview, to obtain high-resolution images and detailed condition reports, as well as to receive an



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expert opinion from our specialists about the importance of the artwork and its relevance within your collection.

Is it necessary to be physically present in the auction room to bid?

Nowadays, most people bid over the phone, by leaving a written bid or online. Although nothing beats the excitement of bidding in the auction room, it's quite convenient to be able to bid from anywhere in the world.

What's the most memorable auction you've ever conducted?

That's difficult to say. Despite the hundreds of auctions I've taken, each time I step up to the rostrum, I feel the thrill of the unexpected – because in an auction, no one, not even the auctioneer, knows exactly what will happen.

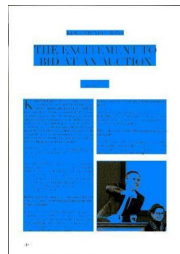




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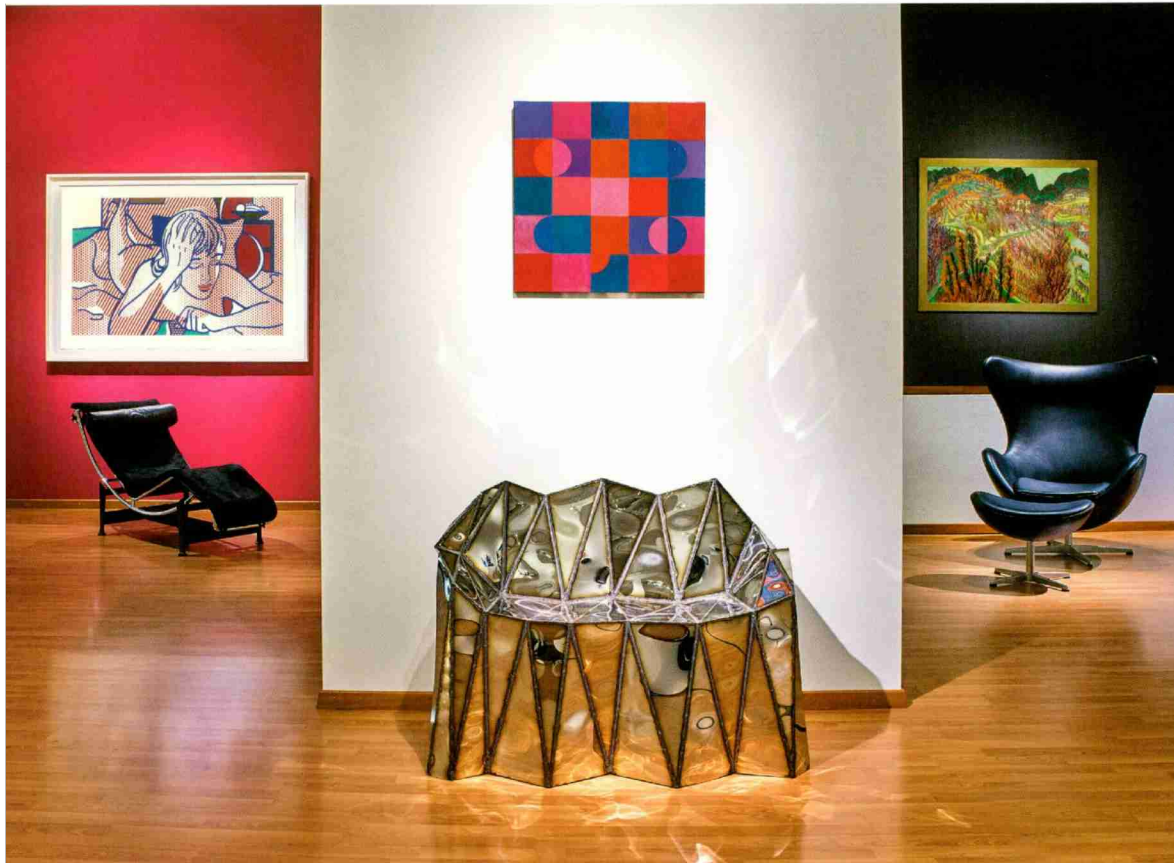
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INTERNATIONAL AUCTIONS – SWISS MADE

Seit über sechzig Jahren veranstaltet Koller Auktionen erfolgreiche Versteigerungen verschiedenster Sammelgebiete.

Koller bietet dabei die Leidenschaft und Integrität eines Schweizer Familienunternehmens, verbunden mit der Leistungsfähigkeit eines internationalen Marktführers.

Kontaktieren sie uns für eine vertrauliche Auktionsschätzung.

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