LYNDA BENGLIS
Megisti II, 1984
Bronze mesh and aluminum
77 x 53 x 18 in.
Sold for: $167,300 October 2010
HA.com/5055*72061
WHY CONSIGN YOUR
MODERN & CONTEMPORARY ART COLLECTION
TO HERITAGE?

You’ve spent years, even decades, putting your collection together and maybe the time has come to sell. Perhaps you’ve inherited some fine art as part of an estate. Whatever your situation, whatever your reason, you have one goal in mind: to realize the very best prices for each and every piece.

Heritage, the world's third largest auction house, can help you do that.

JACK GOLDSTEIN
*Untitled*, 1983
Acrylic on canvas
96 x 132 in.
**Sold for: $203,150** June 2010
HA.com/5043*72092
YOUR CONSIGNMENT DECISION

Heritage knows that educating yourself is the most important step in the process of selecting your auctioneer and we want to make sure you know absolutely everything you need to in order to make an educated decision. Examine the advantages Heritage offers and you'll understand why we maintain that we can achieve the highest prices in the marketplace.

Your consignment is welcome, no matter the size, whether it's an entire collection or a single valuable piece. We answer your questions, provide practical answers and can help you decide which items are most appropriate for our different auction venues. It's all about the best decision for you, your material and your objectives, and putting your consignment in front of the right buyers to maximize your prices realized.

Best of all, since our commission is based on the selling price of your material, the highest price realized is our common goal. We are on the same team!

WHAT SETS HERITAGE APART?
Consider these points when making your consignment decision:

THE MISSION OF HERITAGE AUCTIONS

The mission of Heritage Auctions is to be the world's most trusted and efficient marketplace and information resource serving owners of fine art, collectibles, and other precious objects.

Our knowledgeable staff, along with an impressive suite of auction tools, helps our customers assemble the best collections possible using unrivaled access to all of our services via our latest technological advancements – far and away the very best in the business – all of which enhances both their personal and financial well being.

EXPERIENCE

Heritage has presented more than 3,500 successful auctions, selling more than $3 billion since 1976. 150,000+ consignments have been sold successfully, with full, timely payment to every consignor. More than 16,000 bidders have used our proprietary HERITAGELive!™* online bidding platform, with more than 6,500 of them competing successfully for more than 46,000 lots valued in excess of $110 million between April 2007 and January 2010.

STRONG PRICES REALIZED

Over the last several years, Heritage has enjoyed exceptionally strong prices realized for modern and contemporary art, such as the world record we set for a work on paper by Bruce Nauman with his Human Nature (1983), which sold for $776,750. Other outstanding results include $233,025 for Niki de Saint Phalle’s Angel of Temperance (1987); $203,150 for Jack Goldstein’s Untitled (1983); and $334,600 for Ed Ruscha’s Golden Words (1985). We look forward to attaining similarly impressive results for your pieces.
EXPERT CATALOGING AND PRESENTATION

Heritage understands that presentation is a major key in generating demand. Our experts, the very best in modern & contemporary art, describe each of your consigned items to maximize its appeal while maintaining strict standards for accuracy.

The award winning catalogs produced for each Signature® auction are second to none: Beautifully produced by professional graphic designers with full-color images of each lot done in detail by professional photographers. The result is a book that is both a gorgeous and collectible auction catalog, and a treasured reference work for students, scholars and collectors for years to come. Such an elaborate presentation will no doubt make you proud and ensure your legacy for generations to come.

CHRISTO
Surrounded Islands (Project for Biscayne Bay, Greater Miami, Florida), 1983
Mixed media
57 x 96 in.
Sold for: $167,300 October 2010
HA.com/5055*72070

TOMIE OHTAKE
Botão, 1976
Oil on canvas
39-1/2 x 39-1/2 in.
Sold for: $41,825 June 2009
HA.com/5018*65026
WORLDWIDE MARKETING REACH

Heritage Modern & Contemporary Art auctions are events watched by the world. Previous auctions have generated national and international press coverage on most every major TV, radio, newspaper and Internet news outlet on the planet. Every year we spend millions of dollars marketing our consignor items to a worldwide audience.

Marketing campaigns begin with press releases to a variety of news organizations announcing important consignments and significant highlights, followed by full-page advertisements in Art & Antiques, ARTnews, Art + Auction, and Magazine Antiques to name a few.

Updates and targeted releases are also regularly mailed, e-mailed and faxed directly to interested buyers. Heritage boasts more than 650,000 collectors on our mailing list, more than 500,000 of which – in 186 countries worldwide – are online bidder members on our website at HA.com. All of this exposure means more money for each and every piece you consign!

APPRaisal SERVICES

Heritage has recently organized its appraisal services into a centralized department that will produce formal fair market value and retail replacement appraisals for estate tax, gift tax, financial planning, insurance, and charitable donation purposes. Working with our experts, you will receive thorough, illustrated appraisal reports written in compliance with all IRS, USPAP, and Insurance standards. Should you later decide to sell your property listed in a Heritage appraisal, all fees will be rebated in full or on a prorated basis against the seller's commissions. Heritage employs the top talent in the appraisal business to give you the best possible information on the value of your collection.

MULTIPLE VenUES TO ACCOMMODATE YOUR ENTIRE COLLECTION

We realize that most collections include a variety of material, from the rare and valuable to the more common. For this reason, Heritage has established multiple selling venues, several with low lot minimums, so that we can likely handle the entirety of your consignment, rather than "cherry picking" the best material and leaving you with the rest, as many auction houses are wont to do.

Heritage's Signature® auctions are for the most valuable material in your collection. These items are spotlighted in our full-color illustrated catalogs, sent to our best buyers. Signature® auctions consist of exciting live floor sessions in which bidders from all over the world compete for your treasures in person, over the phone and through HERITAGELive!™

Some of your lesser-valued pieces may be featured in a non-floor session, in which bidders participate via mail, fax, Internet, and HERITAGELive!™ By establishing different venues for different types of material, Heritage maximizes the price realized on every piece in your consignment.
PROFESSIONALISM

Heritage’s fine reputation is not a matter of chance. It reflects our relentless drive to always improve our services. Innovation is a Heritage trademark, seen in every element of our auction process from policy to technology. We combine this with a strong corporate ethic, uncompromising integrity, transparency and old-fashioned customer service. That’s why we are the world’s third largest auction house with more than $4 billion sold since 1976. We’ve sold and fully settled 150,000+ consignments.

INTERNET AND TECHNOLOGY LEADERSHIP

Heritage is second to none when it comes to cutting-edge technological innovation. Heritage is one of the first major auction houses to embrace the Internet. On an average day, more than 35,000 unique collectors visit HA.com to view lots or bid (significantly more traffic than to Christie’s.com and Sothebys.com combined! Source: Omniture.com).

In addition, Heritage maximizes the number of participants, and the amount they bid, through our exclusive Interactive Internet™ bidding system, which creates a virtual auction room prior to every live event. In the weeks leading up to the auction, bidders generate millions of dollars in successful bids from around the globe, pushing prices higher and higher prior to the live auction sessions. Our proprietary Interactive Internet™ software bidding system delivers worldwide bidder demand 24 hours every day for weeks before the floor sessions start, allowing thousands of Internet bidders to aggressively compete against motivated floor bidders for every item you consign.

The Heritage website offers an extensive set of tools for both buyers and sellers of Modern & Contemporary Art. The Auction Archives, a record of virtually every lot Heritage has sold over the last decade – more than 2.5 million lots across all our collectible categories, complete with full-color, enlargeable images, thorough catalog descriptions, and sales results – is one of the premier tools available exclusively to Heritage members. No other auction house offers this level of information to their clients. By accessing the archives, potential buyers can easily research pricing trends over several years, making them more confident bidders. More confident bidders equal higher prices.

In addition to the Auction Archives, Heritage also provides the ability for collectors to enter items they’re looking for into MyWantList™. When an item you’ve consigned matches an item on a collector’s MyWantList™, that collector is sent an email notification inviting them to bid on your piece. If that collector is outbid on a lot, they are sent an automatic notice inviting them to bid again. In this way, Heritage maximizes the results for all of your consigned items.

The newest development in Heritage’s technology suite is our live bidding platform, HERITAGELive!™ By logging in at HA.com/Live, interested bidders can follow the auction as it happens, via streaming audio and video, and even place their bids in real time, from anywhere in the world, directly against bidders on the auction floor. With its easy-to-use, intuitive interface, HERITAGELive!™ brings the auction to the bidder, thereby increasing the bids, and the final prices realized, on all your items. Best of all, there’s no additional Buyer’s Premium charged for using this exciting new service. HERITAGELive!™ really is the next best thing to being there!

*HERITAGELive! Patent Pending

BERNAR VENET
Two Indeterminate Lines, 2004
Steel
13-1/2 x 21-1/2 x 17-1/2 in.
Sold for: $56,763 May 2011
HA.com/5063*72030

ROY LICHTENSTEIN
The assimiboinss attacking a blackfoot village at fort mckenzies - 28 august 1833, circa 1951
Oil on canvas
18 x 24 in.
Sold for: $95,600 May 2011
HA.com/5063*72045
AN OUTSTANDING AUCTION TEAM

Heritage employs industry leaders in all phases of our operations, from our Consignment Directors – your closest point of contact - who will help you through the entire auction process, to our highly skilled catalogers, talented photographers using state-of-the-art digital imagery, cutting-edge IT staff, award-winning Marketing department, and more, all working to ensure your items bring top dollar at auction. A worldwide firm, Heritage maintains offices across the United States and in several foreign countries, facilitating important international customer demand for your consignment, regardless of a bidder’s location.

MANAGEMENT STABILITY

Since conducting our first auction in 1976, Heritage has flourished under the continuous leadership of its executive team. You can enjoy the confidence that comes from knowing the commitment of our principals:

Left-right: Jim Halperin – Co-Chairman, Todd Imhof – Executive Vice President Steve Ivy – CEO, Co-Chairman, Paul Minshull – Chief Operating Officer, Greg Rohan – President

UNQUESTIONED FINANCIAL STABILITY AND TIMELY PAYMENT

Nothing matters more than financial stability when your check is due, and Heritage delivers like no other. Heritage enjoys $50 million in equity and owners’ capital. With more than $700 million in annual sales, Heritage is an auction company you can count on; a firm with consistent, demonstrated leadership from the management team, and an unbroken record of timely payment to all consignors.

Assembling your collection over a period of many years – even decades – may have been a matter of passion for you, but when the time to sell arrives, you want to be compensated without delays or surprises. Under our management team, 150,000+ consignments have been sold and fully settled since 1976.
DON’T TAKE OUR WORD FOR IT

The real measure of any business’s success is what their customers say about them. Here are just a few comments from past Heritage Fine Art clients:

“I spent 20 years gathering my collection and it was a great passion for me. The fact that [Heritage] gave it such respect, and honored it in its entirety, meant more to me than I can ever say”

— James Russo, New York, NY

“I was very pleased with the professionalism of your organization during my last two auction consignments. I look forward to our continued partnership.”

— J.U., Holland, MI

“I wanted to do business with someone who was local but had the power of Sotheby’s or Christie’s. My experience with Heritage to-date has been fabulous, and I would strongly recommend them to anyone seriously thinking of consigning art.”

— M. Hoyle, Ft. Worth, TX
FOR ALL THESE REASONS, HERITAGE IS YOUR VERY BEST CHOICE

To discuss consigning your Modern & Contemporary Art to an upcoming auction in greater detail, please contact us today. We look forward to working with you.

Frank Hettig
Director, Modern & Contemporary Art
FrankH@HA.com
1-800-872-6467 Ext. 1157

RICHARD JOSEPH ANUSZKIEWICZ
Visible State, 1966
 Liquitex on board
 24 x 24 in.
 Sold for: $26,290 June 2010
 HA.com/5043*72069

GERHARD RICHTER
Untitled, 3.3.1986
 Oil on paper
 23-3/4 x 33-1/4 in.
 Sold for: $286,800 October 2010
 HA.com/5055*72036

For a free auction catalog in any category, plus a copy of The Collector’s Handbook (combined value $65), visit HA.com/BRO21265 or call 866-835-3243 and reference code BRO21265.
EDWARD RUSCHA
Golden Words, 1985
Pigment and acrylic on paper
36 x 58 in.
Sold for: $334,600 June 2010
HA.com/5043*72094

JOSEF ALBERS
Study for Homage to the Square: Stucco Setting, 1958
Oil on board
29-1/2 x 29-1/2 in.
Sold for: $262,900 May 2011
HA.com/5063*72033

AL HELD
Vorcex V, 1986
Acrylic on canvas
84 x 84 in.
Sold for: $46,306 October 2010
HA.com/5055*72084

ANDY WARHOL
Cowboys and Indians (set of 10), 1986
Screenprint in colors on Lenox Museum Board
36 x 36 in. each
Unique (John Wayne); Ed. 22/250
Sold for: $149,375 October 2010
HA.com/5055*72076

ROY LICHTENSTEIN
I Love Liberty, 1982
Color silkscreen
32-3/8 x 21-1/8 in.
Ed. 213/250
Sold for: $29,875 May 2011
HA.com/5063*72051

EDWARD RUSCHA
Golden Words, 1985
Pigment and acrylic on paper
36 x 58 in.
Sold for: $334,600 June 2010
HA.com/5043*72094
BRUCE NAUMAN
Human Nature, 1983
Charcoal, pencil, pastel, and watercolor on paper
79-1/2 x 71 in.
Sold for: $776,750 June 2010
HA.com/5043*72098