

# SOLLO RAGO

RAGO ARTS AND AUCTION CENTER

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**FOR IMMEDIATE RELEASE**  
Through February 14, 2009

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## **SENSITIVE TO ECONOMIC CONDITIONS, RAGO DEBUTS REAL MODERN: STICKLEY TO STARCK.**

### **A 20<sup>th</sup> CENTURY DESIGN SALE FOR THE YOUNG CITY-DWELLER ON FEBRUARY 14-15, 2009**

**Lambertville, NJ** Sollo Rago Modern presents REAL MODERN: STICKLEY TO STARCK, its first sale for the young city-dweller who wants to furnish his or her apartment with style without breaking the bank. The two-day sale, on February 14 and 15, 2009, will consist of a large selection of affordable furniture and decorative arts for home and office by some of the leading designers of the 20<sup>th</sup> century.

"I want to introduce and educate young people to the benefits of purchasing at auction," said John Sollo, who runs Sollo Rago Modern Auctions. "I want them to know that they can get original pieces from great designers such as Charles and Ray Eames, Florence Knoll, Herman Miller and Gustav Stickley for far less money than they'd pay for later editions and imitations at Design Within Reach, West Elm, Crate and Barrel or even Ikea."

#### **Charles Eames 670 chair and ottoman**

- DWR list price: \$3,599 - \$4,499
- REAL MODERN auction estimate: \$1,500 - 3,500

#### **Mies van der Rohe BRNO Chair**

- DWR list price for one chair: \$1,750 - \$2,009
- REAL MODERN auction estimate for a *pair*: \$1,500 - \$3,500

#### **Arts and Crafts Movement dining table and chairs**

- Crate and Barrel Arts and Crafts "style" list price: Chairs: \$379 each. Dining table: \$2,500
- REAL MODERN original Arts & Crafts auction estimates: Dining chair: \$100. Dining table: \$1,000.

The specialists in charge of REAL MODERN: STICKLEY TO STARCK understand what young, urban buyers are looking for because they are in this market, too.

"Young buyers never think that they can afford to buy at auction and it's a missed opportunity. We would love to show other people our age how easy it is to get great deals and we really know what we sell." said REAL MODERN's Jad Attal, a young father of two living outside of New York City. "These furnishings are authentic and eco-friendly."

Amy Lau, the New York-based interior designer known for her modernist interiors, advises her clients to purchase at auction whenever possible. "As a designer, I prefer to curate rather than decorate a space," she said. "I always encourage my young clients to purchase unique furniture and art that will retain their intrinsic value and enrich a home with a sense of history. Then, if they decide to de-accession the collection at some point, there will be a resale market for it."

Here are some tips for buying at REAL MODERN: STICKLEY TO STARCK...

Buying from a real auction house is a lot like buying on eBay. You decide what your maximum bid is, give it to the auction house and wait for the day of the sale. The bidding will open at the lowest possible selling price - usually 1/2 of the low estimate. If no one bids against you, it's yours. If someone does place a bid, the auction house will bid for you until you either get it or until your bid is surpassed by someone else's. (You can bid in real-time on the internet or on the phone through an agent or in the sale room on the sale day. If these options sound interesting, talk to the auction house.)

- Browse the online auction catalogue. It's like looking at any store's online catalogue. You'll see photos and details: the maker, the dimensions, materials used. Instead of a flat price, though, you'll also see a presale estimate. This is the price range where the auction house thinks the piece will sell, so you get a sense of its value. It might sell in that range or for more or for less, too. So don't be afraid to ask questions about something you like but think you can't quite afford.
- If you do see something you like and can't see it in person, that's not a problem. Most people who buy at auction these days live too far away to come in person or are just too busy. Contact the auction house to find out more details about the piece. You can do this by e-mail or the phone number in the catalogue. You can ask for more pictures or a description of any wear and tear (it is vintage!) or anything else you'd like to know.
- Look for the auction results online soon after the sale. If you're the lucky winner, the auction house will e-mail you your invoice and info on shipping.
- Two important things to remember:
  - Be sure to ask about shipping costs, particularly if you are buying a piece of heavy furniture. You (and everyone else bidding) will want to factor in this cost before deciding on how much to bid.
  - Buying at auction is like buying final sale at retail. If you can't see the piece in person, talk to the auction house first and get all the photos you need and take good measurements. If you know what you want, you'll get incredible deals on great, authentic merchandise.

For more information about this and other upcoming sales visit [www.ragoarts.com](http://www.ragoarts.com) or call 866-724-6278.



**From left:** CHARLES EAMES / HERMAN MILLER 670/671 Lounge chair and ottoman. Bidding starts at \$750. BRUNO MATHSSON Chaise with webbed seat on bentwood frame. Bidding starts at \$750. L. & J.G. STICKLEY Dining table with circular top and bracketed cross-stretcher, no. 722. Bidding starts at \$800. L & J.G. STICKLEY Single door china cabinet with arched crestrail. Bidding starts at \$1200.

### Preview Online and In Person

Online catalogue at [ragoarts.com](http://ragoarts.com) in late January 2009. Exhibition: Saturday, February 7 through the morning of Sunday, February 15, 2009. Absentee (left) bids, online bids and telephone bids all options available for those unable to attend. Doors open at 9 a.m. the morning of the sale.

### Auction Contact Information

Mid Century Modern design – Jad Attal or Bernadette Rubbo: [jad@](mailto:jad@ragoarts.com) or [bernadette@ragoarts.com](mailto:bernadette@ragoarts.com).  
 Early 20<sup>th</sup> C. design - Suzanne Perrault: [suzanne@ragoarts.com](mailto:suzanne@ragoarts.com) or 609-397-9374.

### About Rago Arts and Auction Center

The Rago Arts and Auction Center was established in 1995 by David Rago, a leading expert and dealer in the American Arts & Crafts Movement who entered the business of auctions in 1984. The Auction Center, located midway between Philadelphia and New York, holds multi-million dollar sales of 20<sup>th</sup> century decorative arts and furnishings; fine art; jewelry and estate property. Rago's achieved sales of \$25 million in the 2008 season.

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