

Photography First for Roseberys in the latest Modern & Contemporary Print Auction

10 am Saturday 21 November, London



London - Roseberys are delighted to announce the forthcoming 21 November **Specialist Modern & Contemporary Prints Auction** featuring Photography, Multiples & Editions. Roseberys previous exceptional auction results for these sales have cultivated in this bi-annual specialist auction, hosting a photography section for the first time.

The hand selected 31 lots feature a Horst P Horst silver gelatin print entitled "*Chanel Evening Dress for British Vogue, London (Yasmin)*". The German-American fashion and celebrity photographer began his career in the 1920's studying at the Kunstgewerbeschule in Hamburg and then subsequently in Paris under the renowned architect Le Corbusier. Living in 1930's Paris Horst socialised within a vivacious avant-garde art community. After a chance meeting with Vogue photographer Baron George Hoyningen-Huene at a gallery opening, Horst began working as his photographic assistant, often sitting as his model. This close working environment for them developed into a romantic affair and few months later, a trip to England with Baron Huene would provide an opportunity to meet Cecil Beaton, an employee of the British edition of Vogue.

This introduction prompted Horst affiliation with Vogue, his first photograph to feature was a full page advertisement of a model in black velvet holding a scent bottle. It was published in the French edition a few months later in December. Horst's popularity soared after his first exhibition in *La Plume d'Or* in Paris 1932, after a flattering review by Janet Flanner in *The New Yorker* he was asked to create portraits of reputable celebrities such as Bette Davies, Daisy Fellows and Royalty such as Princess Marine of Greece and

Denmark and Duke Fulco di Verdura, a trend which would continue throughout his career.

Horst is most recognised for his iconic photographic depiction of women and fashion, which started in 1937 after renting a New York apartment in the same building as Coco Chanel, they became close friends and the friendship developed into a professional one. Horst would photograph Chanel's creations for decades. In the 1960s Diana Vreeland, the British editor of Vogue encouraged Horst to photograph and document the lustrous lives of famous figures in society and also members of international Royal families, including Andy Warhol, Yves Saint Laurent, Oscar de la Renta, Duke and Duchess of Windsor and Lady Jacquetta Eliot the Countess of St Germans. The accompanying articles were written by Horst's friend Valentine Lawford and facilitated the features becoming the most anticipated articles in Vogue. From the 1960s until his death at the age of 93 Horst continued to photograph and travel extensively. The lot has an estimate of £1,500-2,000 [Lot 327]

Auctions Highlights:

- Celebrated and award winning American photographic artist Ansel Adams. His silver gelatin photograph entitled "*Moon and Half Doom, Yosemite National Park, California*" from the special edition Photographs of Yosemite was printed by Alan Ross from his original negative under Adam's direction. Auction Estimate £1,000 [Lot 328]
- Infamous artist Jeff Koons turns the banal into high art. This edition entitled 'Split Rocker Snow Globe', is a mixed media multiple produced in 2000 by Galerie Jerome du Noirmont, France on the occasion of the exhibition '*Le Beaute, Avignon*'. The miniature is a replica of the original 'Split Rocker' topiary in the front of the Foundation Beyeler. Auction Estimate £400-500 [Lot 332]
- British artist and punk legend Jamie Reid. 'Never Mind the Bollocks - Here's the Sex Pistols' 1977, poster, screen print in colours. Auction Estimate £300 [Lot 157]
- John Hoyland RA, British painter and printmaker 1934 - 2011. His colour screenprint '*Hating and Dreaming*' is signed, numbered 30/40 and dated '90 in pencil. Auction estimate £800 - £1200 [Lot 190]

The catalogue for this auction is available online at www.roseberys.co.uk

~Ends~

About Roseberys

Roseberys is a privately owned auction house operating at the heart of the fine art market for more than 25 years.

With offices in London's Mayfair and Lambeth Roseberys offer a calendar of more than twelve specialist fine art, antiques and collectibles auctions each year.

Specialist sales include a wide range of Asian and Islamic Arts, Modern and Contemporary Art and Design, Decorative Art, Fine Silver and Jewellery, Ceramics, Paintings, Prints, Photography, Antique Textiles, Vintage Fashion and Fine Wine and Whisky.

Roseberys team of world-renowned specialists also provide a wide range of art market services to professional clients, including valuations for insurance and probate.

Roseberys is a member of SOFAA - The Society of Fine Art Auctioneers

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