

LEONARD

ISSUE THIRTYFIVE / DECEMBER - JANUARY 2015

MELBOURNE / SYDNEY

*GREAT
EXPECTATIONS*

*Leonard Joel
refurbishment*

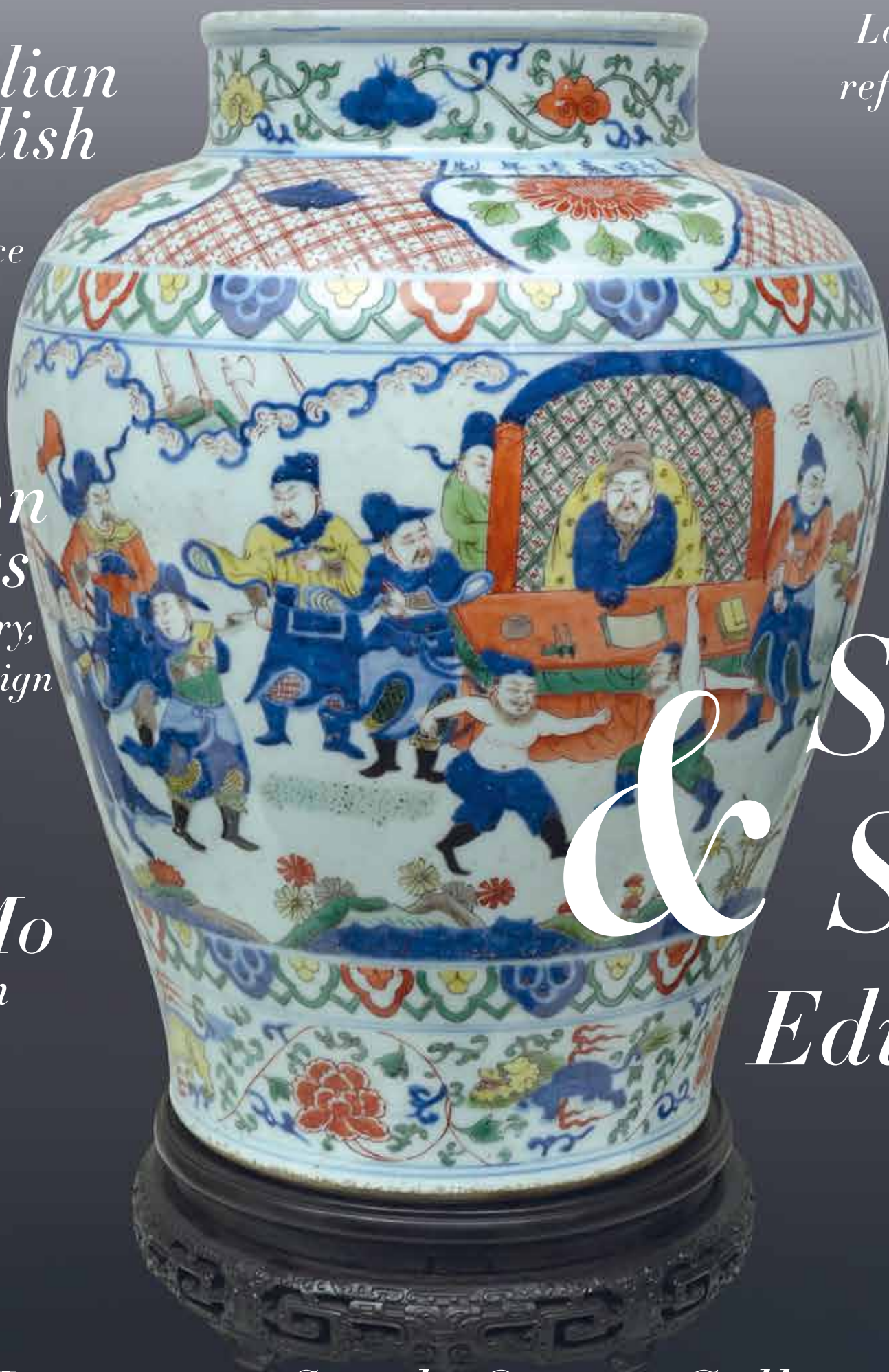
*Australian
& English
Auctioneers
form Alliance*

*Auction
Results
Art, Jewellery,
Modern Design*

*Xue Mo
Exhibition*

*Sun
& Sea
Edition*

4 Important Single Owner Collections



GREAT EXPECTATIONS



Now at the ripe old age of 95 and fast approaching our centenarian year, Leonard Joel has deemed it a fitting moment to redecorate our rooms at 333 Malvern Rd. We have selected Caecilia Potter of award-winning design practice Atticus & Milo because she is well-known for her expertise and passion for creating engaging spaces within heritage buildings. We asked Caecilia to give our clients some insight into our interior refreshment project.

My view of LEONARD is of a complex personage who retains his 19th century auction-house values whilst warmly embracing 21st century technologies. He is not driven by fads and fashions but by more lasting qualities of beauty, craftsmanship, individuality and provenance. He takes an eclectic interest in the parallel worlds of fine art, design, jewellery, luxury goods and collectibles. Hence, when conceiving the new reception areas I sought to express some of that personality and also that of the neo-Gothic Victorian heritage-listed architecture - an 1873 competition winning design by prominent Victorian architects Crouch and Wilson.

It is a matter of record that Victoria led the world in pioneering compulsory, free and

secular education for the masses. Many of LEONARD'S clients may already be aware that the premises was the first school built in the Prahran district as a direct response to the 1872 Education Act Victoria, enacted by then Premier of Victoria, conservative James Goodall Francis. By 1900, with an enrolment of 2000, it claimed to be the largest in Victoria. The architecture embodies the Victorian values of stability, permanence, respectability, romanticism, conservatism and even godliness, epitomised by the bell tower and soaring Gothic-inspired arches.

It struck me that at Leonard Joel, the team of specialists are also motivated by a desire to educate and learn. There is always something exciting and new in every sale that piques their interest. It is axiomatic that auctions are treasure houses for eager collectors intent on finding unique and personally resonant objects. Thus, a sometimes painstaking, highly educational process of research, investigation, observation, appraisal, selective divestment and acquisition finds it's natural home in this historic school house. Victorian architecture was characteristically decorative, artistic and extroverted, embodying craftsmanship and upholding the civilizing and socially uplifting qualities of

ornamentation and display. Commentators such as Ruskin and practitioners like William Morris took an intellectual approach to questions of Taste, Style, Colour, Harmony and Ornament. Interior colour compositions were typically soft, muted tertiary tones with judicious application of brighter highlights and generous lashings of gold and brass to enliven otherwise subdued schemes. Many Australians will be familiar with the polychromatic brickwork of the period and the popular usage of black and white marbles (signifying night and day, masculine and feminine) as well as distinguishing patterns such as herringbone and chevron.

Today Victorian interiors are commonly perceived as heavy, ornate and over-embellished. However, it has been a joy to take inspiration from the spirit of the times - I hope with a lighter touch!

Materials, finishes and fittings for the new interiors will reference that noble history and the illustrious records of the firm, but with a contemporary flavour that reflects the diverse interests and passions of LEONARD'S clientele. Keen-eyed observers may perhaps spot the profiles of some important figures from the past. With respect to furnishings, art and accessories, over time we plan to

augment a few key pieces with special auction finds. This will enrich and invigorate the process and is, of course, authentically 'Leonard'.

We don't want to raise the curtain too early as that would spoil the surprise. Suffice to say that, as Australia's busiest auction house, we can only close for a limited period this January to allow construction works to progress, and so we plan to unveil stage 1 in March 2015. We have focussed these works on improving our client experience from arrival, through meeting spaces and onto the cashier. Then we intend to roll out further exciting stages to address our various display and auction spaces, all with minimum disruption to our valued clients.

We ask for your forbearance for any inconvenience that may ensue and hope that you will enjoy our metamorphosis as much as we will.

[Caecilia Potter FDIA Design Director Atticus & Milo]

95 YEARS ON

As we approach the end of 2014 we celebrate 95 years in business and as Melbourne's oldest auctioneer we delight in handling property from all walks of life and from all over the world.

In Leonard Joel's 90th year I had the privilege of being invited back to manage and regenerate this great firm and now five years on I'm delighted to advise you that we are very much a 21st century auction house with a client focus; reflecting current tastes and embracing new collecting habits.

In 2015 this commitment to enhancing our client experience will continue with several exciting new initiatives.

The refurbishment of ground floor areas of our Melbourne rooms by celebrated design house ATTICUS & MILO will take place over the summer break and this redesign will enhance client reception, lounge areas and cashier arrangements and streamline the client experience for every visitor to Leonard Joel.

To compliment this building redesign we are also embarking on a stage II redesign and refinement of our website to provide clients with an enhanced and simplified digital experience across all devices. At Leonard Joel we remain passionate about traditional print (as evidenced by this publication) but

we are even more excited by the possibilities that online platforms and forums can offer our clients.

Finally, and perhaps most significantly, in 2015 we have secured an association with London auctioneer Dreweatts & Bloomsbury. Dreweatts & Bloomsbury Auctions is a "Top 5" UK auctioneer and parent company, Stanley Gibbons PLC, is the only UK stock-exchange listed auctioneer and dealer in collectibles. This association provides Leonard Joel clients, whether buying or selling, unprecedented access to new markets, new buyers and with profound expertise in coins and stamps, amongst other

categories.

We do hope you have enjoyed LEONARD in 2014 and we look forward to welcoming you back to our Melbourne and Sydney rooms in 2015 and may I take this opportunity, on behalf of the entire Leonard Joel team, in wishing you and your loved ones a happy and healthy summer break.

JOHN ALBRECHT
MANAGING DIRECTOR
& NATIONAL HEAD OF COLLECTIONS