

The background of the entire page is an abstract painting. It features a dense, textured surface with a dominant color palette of warm oranges and reds. Interspersed throughout are smaller, irregular patches of light blue and pale yellow. The brushstrokes are visible and varied in direction, creating a sense of movement and depth. The overall effect is a vibrant, multi-layered composition.

artnet

# **AFRICA PRESENT**

**August 31–September 14, 2021**

# Outstanding Results: Africa Present Auction, April 2021

Artnet Auctions' inaugural Africa Present sale set records for 11 artists, saw very competitive bidding and brought numerous first time users to Artnet Auctions, with 58% of bidders being new to the platform. The sale highlighted many up-and-coming as well as established artists from the African continent. The innovative Meet section introduced 5 new artists to auction, setting new records for Abe Odedina (\$14,400), Bouvy Enkobo (\$6,600), Florine Demosthene (\$6,000), Mavis Tauzeni (\$3,000), and Mashudu Nevhutalu (\$2,400)

Further the auction set 6 new records for more established artists such as Serge Attukwei Clottey (\$9,000), Kelechi Nwaneri (\$7,800), Thameur Mejri (\$7,800), Teresa Firmino (\$7,200), Elias Mungora (\$5,040), and Gresham Tapiwa Nyaude (\$4,800)

The top lot was a large-scale work by Aboudia, which sold for \$144,000, surpassing its \$40,000 reserve by 3.6 times. This made *Untitled* the sixth-highest result from almost 200 auctioned works by the artist. Additionally, an early work by Otis Kwame Kye Quaicoe was the most actively bid on lot, selling for nearly 10 times its high estimate, to land at \$50,000.

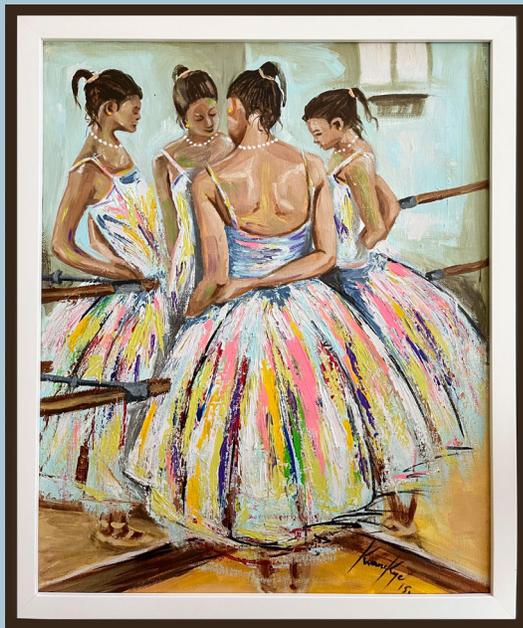
As a testament to the success of the inaugural Africa Present auction, Jorge M. Perez, noted collector and namesake patron of the Perez Art Museum Miami, and one of the major bidders in the auction, said: "Artnet is doing a great job in promoting contemporary art from both Africa and Latin America with its new initiatives," Perez said. "We will do anything we can to help. I discovered a great number of talents in the Africa Present sale and added seven new artists to my collection."



Aboudia  
*Untitled*, 2015  
Est. \$40,000–60,000  
Price Realized: \$144,000



Ablade Glover  
*Red Forest*, 2007  
Est. \$7,000–9,000  
Price Realized: \$22,800



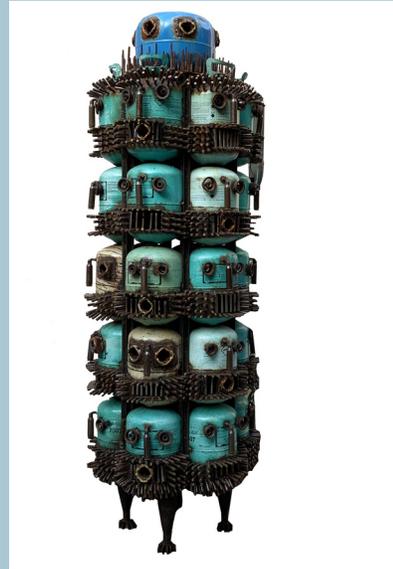
Otis Kwame Kye Quaicoe  
*Reflection*, 2015  
Est. \$4,000–6,000  
Price Realized: \$50,400



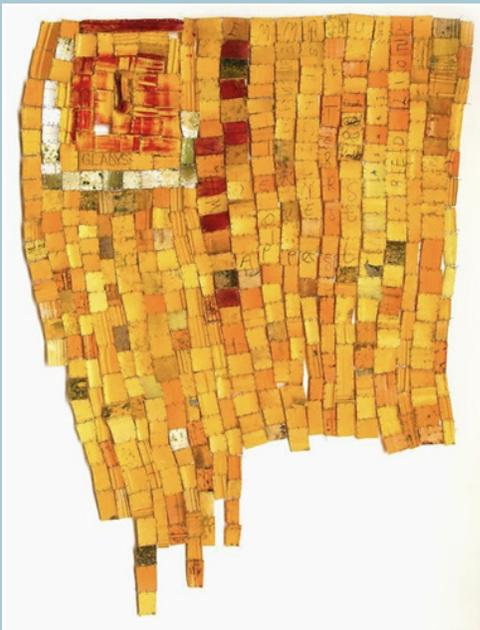
Abe Odedina  
*Golden Ray*, 2021  
Est. \$9,000–12,000  
Price Realized: \$14,400



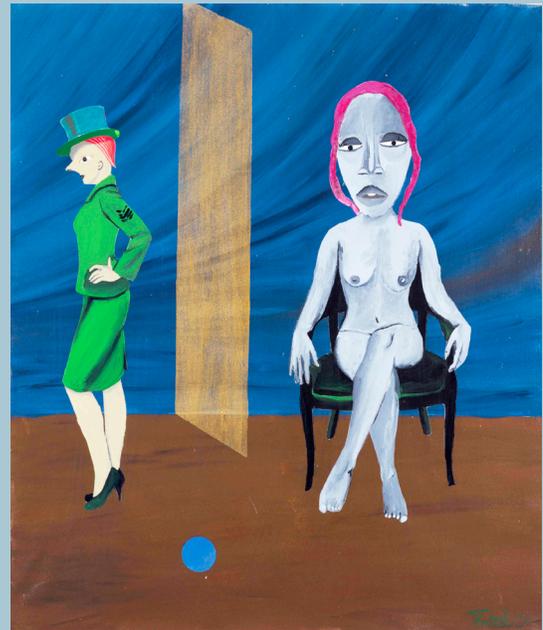
Wole Lagunju  
*The Performance*, 2018  
Est. \$8,000–12,000  
Price Realized: \$13,200



Gonçalo Mabunda  
*The processors of the present*, 2019  
Est. \$6,000–8,000  
Price Realized: \$10,200



Serge Attukwei Clottey,  
*Yellow Figure*, 2014  
Est. \$6,000–8,000  
Price Realized: \$9,000



Teresa Firmino  
*Race, Class and Shame*, 2020  
Est. \$3,000–5,000  
Price Realized: \$7,200

# About Africa Present

Africa Present is Artnet's dynamic new initiative to use the reach, contacts, and capabilities of a global art marketplace to raise awareness about contemporary artists from the African continent at every stage of their careers. Ever since Angola won the Golden Lion for its first pavilion at the Venice Biennale in 2013, the profile of contemporary African art has been on the rise in both scholarly and art market circles. The 1-54 Contemporary African Art Fair held its first edition in London that same year, and Zeitz MOCAA, hailed as the first major museum dedicated to contemporary art on the African continent, opened in Cape Town in 2017. Although many more African contemporary art museums are in the making, and 1-54 has expanded to New York and Marrakech, the market for African contemporary art is still relatively nascent.

With over 200,000 email subscribers, 3.2 million social media followers, and 12.5 million monthly pageviews sitewide, Artnet is perfectly positioned to become the international home for all things African contemporary art.

**200,000**

Email Subscribers

**3.2 m**

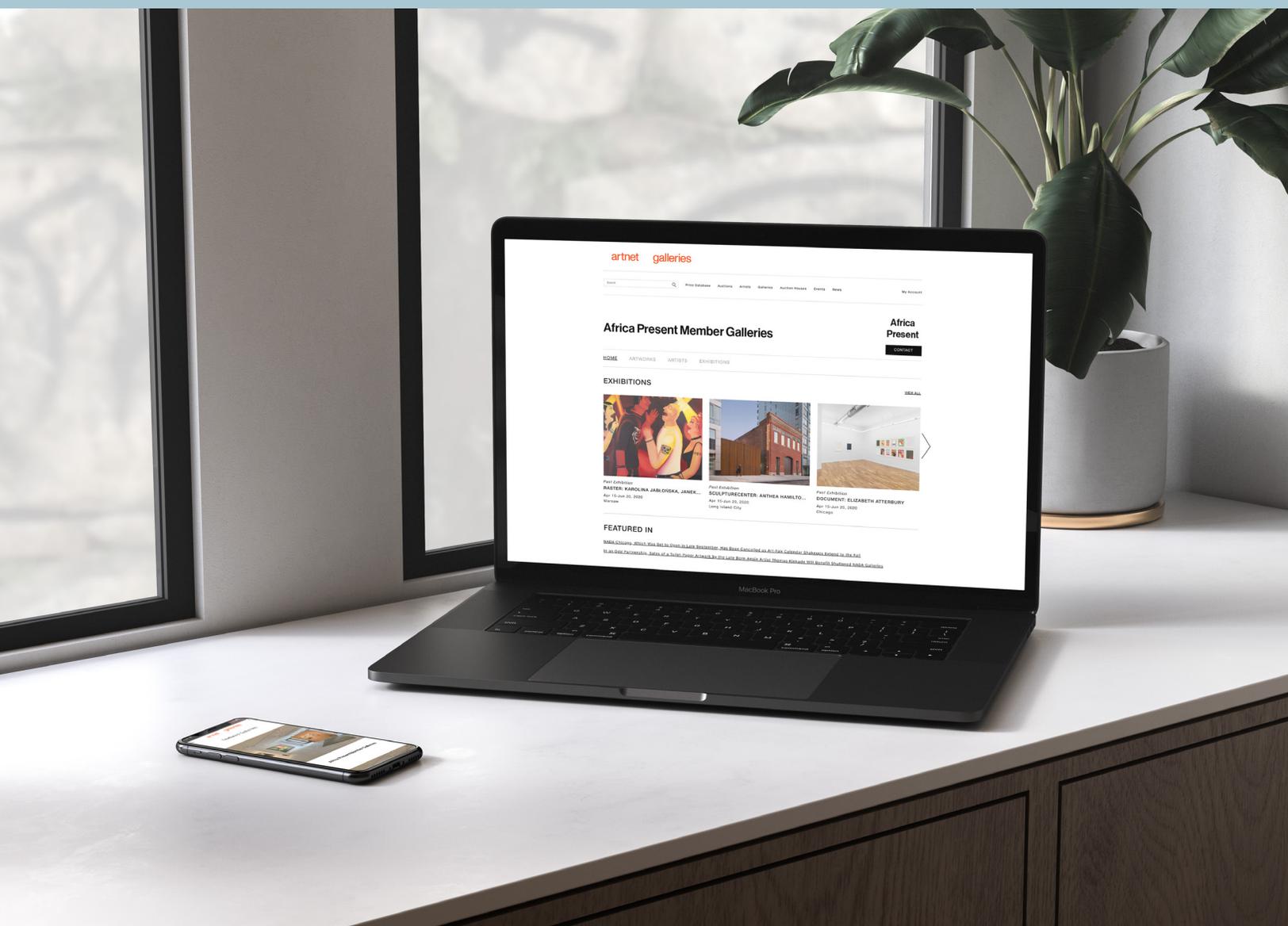
Social Media Followers

**12.5 m**

Monthly Pageviews

# Artnet Galleries

Artnet Galleries will continue to support the initiative by offering a trial membership to galleries who represent African artists. Galleries will be able to upload exhibitions and installation images to the site for Artnet's 3.4 million monthly users to view anytime, from anywhere. With more than 20 galleries, on and off the continent, the Artnet Galleries team is looking forward to welcoming more to the fold.



# Artnet Auctions

At the same time, Artnet Auctions will offer sales of African contemporary art. Artnet Auctions' standard operational process offers advantages to consignors based around the globe, including no seller fees for works that hammer over \$15,000, no requirement for shipping before the auction, and a policy that works are only turned over to the buyer once they have been paid for in full. Additionally, the buyer's premium is only 20%, far below the industry standard of 25 to 30%, and the buyer pays all shipping, packaging, and insurance costs for the transport of the work. With specialists who are well-adjusted to the digital auction world due to the company's long history of online-only auctions, Artnet Auctions remains perfectly positioned to meet the current moment while brick-and-mortar houses scramble to catch up.

Offering greater transparency to collectors and unique opportunities for emerging artists to expand their audiences, the auctions are designed so that they are relevant to artists and collectors at all levels. The sales are curated by specialists, and the artworks offered will be separated into three distinct categories:

## MEET

This section presents works by artists new to the international auction market, including works sourced directly from artists and their galleries.

## SUPPORT

This section offers works by emerging artists who have existing auction records but are still considered emerging

## INVEST

This section offers works by established artists with recognized international presence.

# Artist List

Abdoulaye Konaté  
Abe Odedina  
Ablade Glover  
Aboudia  
Aimé Mpane  
Amoako Boafo  
Ana Silva  
António Olé  
Athi-Patra Ruga  
Bambo Sibiyi  
Banele Khoza  
Barthélémy Toguo  
Billie Zangewa  
Bodys Isek Kingelez  
Boris Nzebo  
Bouvy Enkobo  
Bronwyn Katz  
Cassi Namoda  
Chéri Samba  
Chiderah Bosah  
Cinga Samson  
Collins Obijaku  
Cristiano Mangovo  
Cyrus Kabiru  
David Goldblatt  
Dawit Abebe  
Dickens Otieno  
Dominique Zinkpé  
Eddy Ilunga Kamuanga  
El Anatsui  
Elias Mung'ora  
Ephrem Solomon  
Evans Mbugua  
Florine Demosthene  
Frances Goodman  
Frederic Bouabre  
Frédéric Trigo Piula  
Gareth Nyandoro  
Gavin Jantjes  
Godfried Donkor  
Godwin Champs Namuyimba  
Goncalo Mabunda  
Gresham Tapiwa Nyaude  
Guy Tillim  
Ibrahim Mahama  
Igshaan Adams  
Joana Choumali  
JP Mika  
Julien Sinzogan  
Kassou Seydou  
Kelechi Charles Nwaneri  
Kendell Geers  
Kudzanai Chiurai  
Kudzanai Violet Hwami  
Leonce Raphael Agbojelou  
Malick Sidibe  
Marc Padeu  
Mary Sibande  
Mashudu Nevhutalu  
Mavis Tauzeni  
Meschac Gaba  
Michael Armitage  
Mikhael Subotzky  
Misheck Masamvu  
Moffat Takadiwa  
Mohau Modisakeng  
Moké  
Mongezi Ncaphayi  
Moshekwa Langa  
Mustafa Maluka  
Nandipha Mntambo  
Nelo Teixeira  
Neo Matloga  
Nelson Makamo  
Nicholas Hlobo  
Omar Ba  
Pamela Phatsimo Sunstrum  
Patrick Quarm  
Paul Onditi  
Peju Alatise  
Pieter Hugo  
Portia Zvavahera  
Ransome Stanley  
Richard Mudariki  
Romuald Hazoumé  
Samuel Fosso  
Serge Attukwei Clottey  
Seydou Keita  
Simphiwe Ndzube  
Teresa Firmino  
Thameur Mejri  
Thenjiwe Niki Nkosi  
Turiya Magadlela  
Virginia Chihota  
William Kentridge  
Wim Botha  
Wole Lagunju  
Wonder Buhle  
Wycliffe Mundopa  
Yonamine  
Zanele Muholi

# Advisor and Curator



**Serge Tiroche** grew up with art and has broad experience as collector, gallery owner, Impressionist and Modern Art dealer, curator and art fund manager. Serge completed business administration studies in Paris in 1992 and then obtained an MBA from INSEAD in 1997. In parallel, he began collecting contemporary art. After graduating, he joined Citigroup's Private Bank where for 10 years he advised high net worth families on investments and other wealth management issues. In 2007, before the financial crisis, he left banking in order to combine his passions for art and investments, with a mission to enable the broader HNW community to participate in the art world, proposing passion investments. His first project was to found ST-ART, Israel's first art incubator project. He went on to invest in the Artist Pension Trust and serve as its global chairman until 2010. In 2011 he co-founded Art Vantage, an art fund focused on collecting contemporary art from developing markets, via the Tiroche DeLeon Collection. His most recent collection is Africa First which he founded in 2017, focusing his private collecting on contemporary art from Africa and the diaspora, which also offers a residency program in Israel, where he is from. Over the years Serge was involved with multiple public art organizations: The Batsheva Dance Company, The Tel-Aviv Museum, The Serpentine Gallery, the Israel Museum, and the Shenkar College of Art & Design to name a few. Serge also invests and advises startups seeking a more efficient art market ecosystem.

Instagram: @sergetiroche

# Marketing Strategy

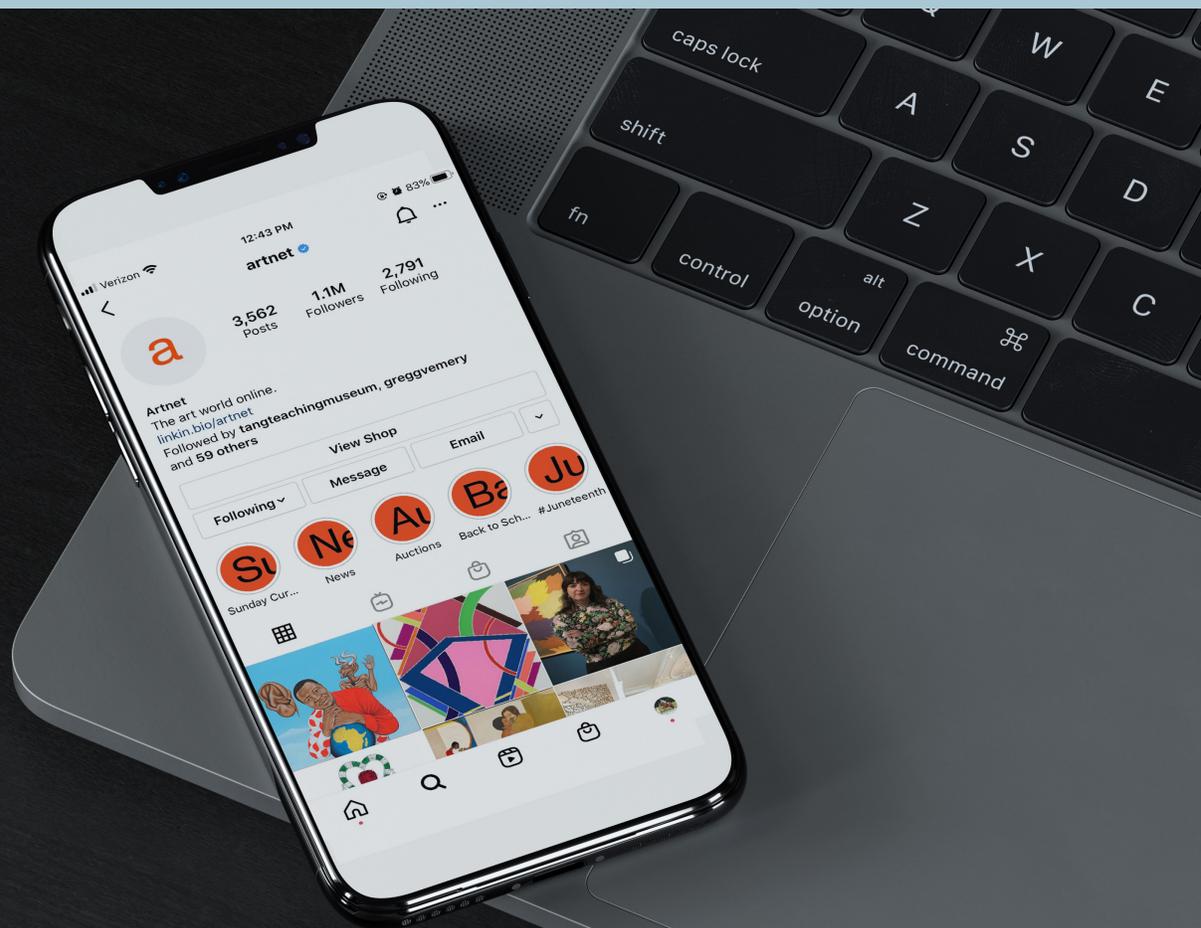
Artnet's reach and marketing channels present the perfect opportunity for artists and galleries from Africa to reach art lovers in the US, the UK, Germany, France, Canada, Italy, Austria, the Netherlands, Spain, and Sweden—where the biggest shares of Artnet's audience are based.

## Editorial Feature on Artnet News

Artnet News will run a dedicated article offering an in-depth analysis of the market history of contemporary African art and significance of Africa Present.

## Social Media

Dynamic, original social content promoting all aspects of the initiative will be posted across all of Artnet's platforms, including Instagram, Facebook, Twitter, and LinkedIn to a combined following of over 3.2 million users.



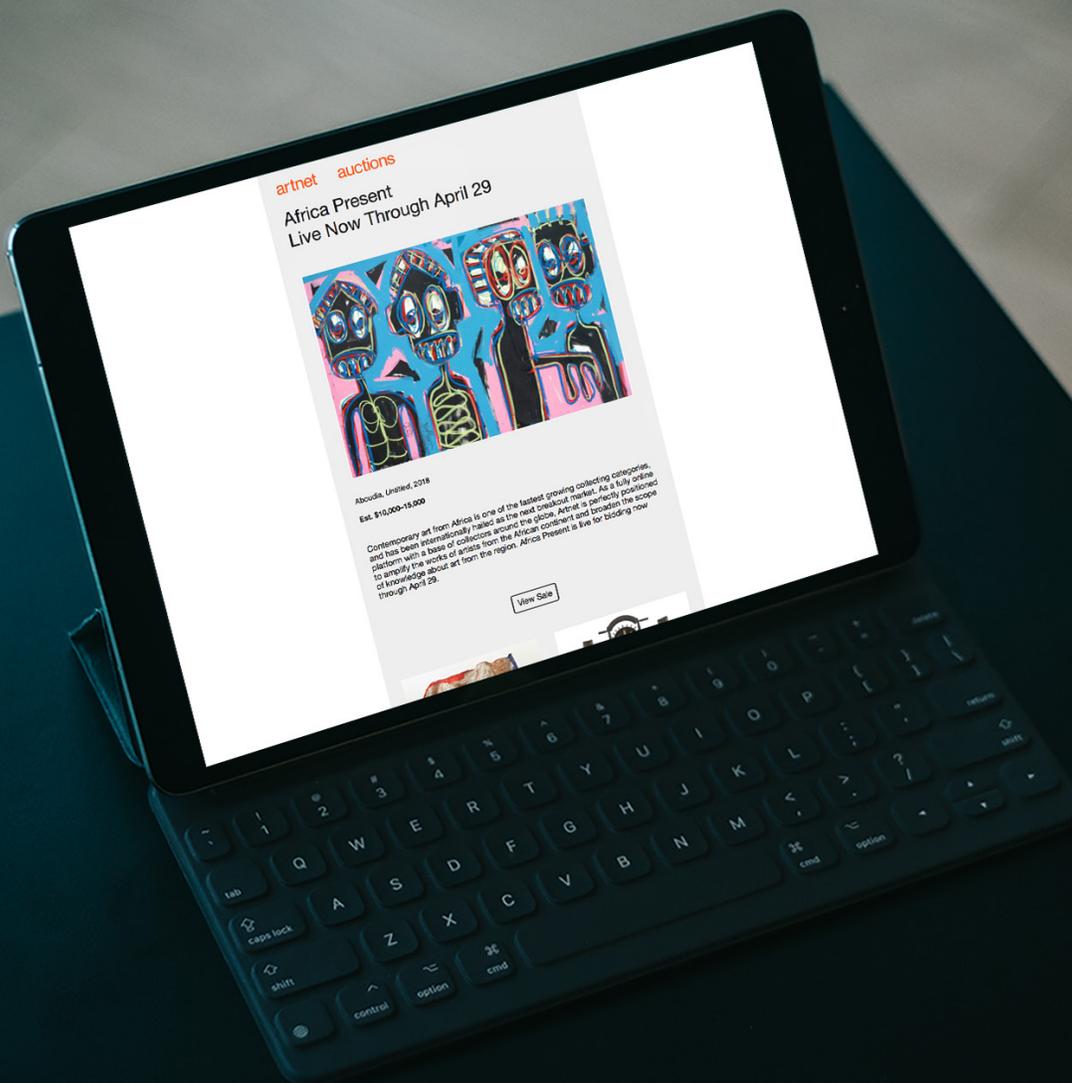
# Marketing Strategy Continued

## Email Campaign

Africa Present will be highlighted through multiple dedicated email sends and featured spots in our weekly Auctions newsletters, which reach 210,000 engaged, global subscribers.

## Digital Advertising

In addition to targeted search engine marketing campaigns, a suite of compelling digital ads in a variety of different sizes (fit for desktop and mobile viewing) will run across Artnet for the duration of the sale, including direct targeting of Price Database searches for African contemporary artists.



The world's largest audience of collectors, scholars, gallerists, and enthusiasts will be able to explore all facets of the African contemporary art market on Artnet, and be empowered to make informed decisions while browsing, bidding, collecting, and learning.

