

Beat: Arts

## ARTCURIAL MONACO APPOINTS NEW DIRECTOR LOUISE GREThER OF SAM

### PARIS AND MONACO ARTS AUCTIONS

Paris, Monaco, 31.08.2015, 22:45 Time

**USPA NEWS** - Artcurial is pleased to announce the arrival of Louise Grether as director of the new Artcurial SAM Société Anonyme Monégasque. She will be in charge of the new structure of sales in Monaco by developing the growing market at the "Monegasque" principality.

The constant development of Artcurial in Monaco clearly takes place in the auction house's strategy for expansion. The Principality is aimed to become the reference for all Artcurial's "luxury" sales. In light of this, while celebrating the 10th season of sales in Monaco, Furthermore, to meet continued demand from its clients, the auction house will hold a second week of prestigious sales each year. The summer season will now be preceded by a winter season, starting in January 2016.

« Having held 10 years of sales in the Principality with more than 10,000 objects offered at auction, it makes sense to establish ourselves permanently in Monaco. The Principality is a unique place, providing the impetus for Artcurial to develop its activity there ; the arrival of Louise Grether and the launch of this new sales structure will allow us to grow.» explained François Tajan and Francis Briest.

"Artcurial currently has two auction venues : Paris, the fourth capital of the international art market, where the auction house champions its sales of major works and objets d'art on the international stage ; and Monte-Carlo, which has become the special place for sales of the most luxurious collectibles (Jewellery, Hermès Vintage, Watches";).

In July 2014 Artcurial's sales in Monaco totalled 14 M€ / 19 M\$ (up 10 % compared to 2013). International buyers (represented by 35 nationalities) realised 75 % of the sales, 15 % of which were Asian. The growth potential in this area was confirmed last January following the sale of furniture from the iconic Hôtel de Paris, with new clients accounting for almost 85% of sales. Leader in both France and Monaco for jewellery and watches, the majority of Artcurial's records and best results in these fields have been achieved on the "Rocher". In 2014, two exceptional pieces (a 16,87 carat diamond of type IIa and a 2,39 carat fancy vivid blue diamond) were sold for almost 1,8 M€ / 2,4 M\$ including buyers premium. A Hermès Kelly bag in crocodile leather reached a record price of 76 200 € / 102 650 \$, and Artcurial established the record for a Rolex Watch which sold at auction in France for 336 600 € / 453 333 \$.

### LOUISE GREThER HAS AN INTERNATIONAL PROFILE FOR AN INTERNATIONAL ACTIVITY -----

Louise Grether, a resident of Monaco and a native English speaker, studied Economics and Politics in Scotland and the United States while developing a passion for art. It is this passion that has led to head Artcurial's activities in Monaco today.

« It is a wonderful opportunity for me to be involved in a company that cleverly combines a passion for art with a great entrepreneurial spirit. Artcurial is a dynamic company that has already secured an excellent reputation in the Principality. I am honoured and delighted to be able to take part in building on this success in the region » said Louise Grether, director of Artcurial SAM.

-----Louise Grether's principal tasks will involve organising inventories, valuation days, cultural events and liaising with clients living in Monaco and in the surrounding area.

Louise Grether received a British education, first in the London area where she was born, then in Edinburgh where she studied Politics. With a passion for art from a young age, her professional career has brought her into contact with many different cultures. After two years abroad between the United States and Italy, she embarked on an international career at the heart of the European Union. Within the course of her functions for the E.U, then the O.S.C.E, she supervised electoral processes in Africa, Asia and Eastern Europe.

She eventually returned to England and settled in London. Louise Grether then worked in business development at an international level, as director of one of the leaders in risk consultancy.

After working in France on projects that combined culture and business, Louise Grether settled in Monaco. She married a Monegasque resident 15 years ago, and has cultivated strong ties with the Principality ever since.

Her entrepreneurial and international profile attracted Artcurial who has offered her the opportunity to turn her passion into her profession by becoming director of the new Artcurial SAM.

**Article online:**

<https://www.uspa24.com/bericht-5090/artcurial-monaco-appoints-new-director-louise-grether-of-sam.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Rahma Sophia Rachdi

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