

## International Auction Market In Transition

# Germany Wins

Munich, 27 October 2022 (KK) – **The German auction market is stronger than ever and blue chip art is a world-wide desired form of investment. “We witness a fundamental transformation on the global art market,” explains Robert Ketterer, owner and auctioneer of Germany’s leading auction house. “Traditional paradigms no longer count. The international art market is not just in London or New York. Today it is also happening in Germany.”**

As proof thereof, the head of Ketterer Kunst mentions rapidly rising sales his house achieved with works by many international artists, the record offer of a double-digit million euro painting by Max Beckmann at his Berlin competitor Grisebach, as well as his own double-digit million euro project of the exclusive sale of the Hermann Gerlinger Collection. “The German art market has not seen such a boom in nearly 100 years,” says Robert Ketterer.

Digitalization also has its share in the transformation of the art market. Borders were overcome and local markets were transformed into places with an international appeal. "Collectors from all over the world are bidding online in Munich and Berlin," says Robert Ketterer. “The lock downs during the pandemic accelerated this trend. Today around 50 percent of our customers and around 70 percent of all bids submitted in the Evening Sale come from abroad. Trend: upwards.”

“Brexit was the tipping point,” explains Nicola Countess Keglevich, Senior Director at Ketterer Kunst. “Britain's exit from the single market has enormously weakened London as a business location. European collectors and consignors in particular do not want to forego the advantages. As a result, top-selling continental auction houses like Ketterer Kunst have become more attractive for international collectors. Today they are real alternatives to the big players.”

“The auction houses couldn’t possibly pursue more different strategies,” Nicola Countess Keglevich sums up the situation. “Focus in New York and London is on cash flow and aims at a vast range of virtually daily (online) auctions. Ketterer Kunst, on contrary, concentrates on two major saleroom



From left to right: Company owner Robert Ketterer with Senior Directors Nicola Countess Keglevich and Dr. Sebastian Neußer

# KETTERER KUNST

auctions a year and puts strong emphasis on artists particularly sought-after internationally. This strategy allows for in-depth and targeted marketing campaigns that include multilingual catalogs and a very personal, custom-made service," says Nicola Countess Keglevich.

"Ketterer Kunst has never before offered such a top-class and globally relevant range of art," adds Dr. Sebastian Neusser, Senior Director at Ketterer Kunst. "Post-War and Contemporary Art determine the market and draw international attention to Germany. Since the 1960s, many German collections, especially in the Rhineland, have acquired contemporary art with great foresight. This is one of the reasons why we will strengthen our presence there by setting up a new branch next year." Neusser concludes: "It is the combination of personal trust and global visibility that explains our growing success of the recent years. The rapid rise of the US dollar gives us additional boost, because it makes art purchases more attractive for US collectors."

## Dates for the end-of-year auction at Ketterer Kunst:

### Preview Shows

November 16-17	Hamburg
November 19-21	Cologne
November 23-24	Frankfurt
Nov. 26-Dec. 01	Berlin
December 03-09	Munich

### Saleroom Auction

December 09	Post War/Contemporary Art/Evening Sale/SHG
December 10	19 <sup>th</sup> Century Art/Modern Art/SHG

### Auction Preview:

[www.kettererkunst.de](http://www.kettererkunst.de)

*Ketterer Kunst (www.kettererkunst.com and www.ketterer-internet-auctions.com) with headquarters in Munich and branches in Hamburg, Duesseldorf, Berlin as well as with a global network of representatives in, among others, the USA and Brazil, was founded in 1954. The auction house has a focus on Fine Art from the 19th to the 21st Century and on Rare Books. In its market segment, Ketterer Kunst is the Number 1 in the German language region. Ketterer Kunst is the specialist for German art, as well as for many international artists sought-after in Europe, the USA and Asia, who regularly realize record prices at Ketterer Kunst. According to the annual 2021 artprice database, Ketterer Kunst is on place 3 of the strongest-selling art auction houses in Continental Europe.*

## Press- and image inquiries:

Michaela Derra M.A.  
Ketterer Kunst  
Joseph-Wild- Str. 18  
81829 Munich, Germany  
tel.: +49-(0)89-55244-152  
e-mail: [m.derra@kettererkunst.de](mailto:m.derra@kettererkunst.de)

## Client inquiries:

Ketterer Kunst  
Joseph-Wild-Str. 18  
81829 Munich, Germany  
tel.: +49-(0)89-552440  
e-mail: [infomuenchen@kettererkunst.de](mailto:infomuenchen@kettererkunst.de)  
[www.kettererkunst.com](http://www.kettererkunst.com)

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