

PHILLIPS

PRESS RELEASE

Phillips Announces Groundbreaking New Digital Platform Presenting Works by Contemporary Artists and Makers

With Dropshop, Phillips Expands Beyond the Traditional Auction House Realm by Introducing an Innovative Primary Market Model of Limited-Edition Collaborations on A First Come, First Served Basis

Dropshop Creators Will Receive Resale Royalty Commission In Future Phillips Sales—An Industry First

Launching 20 August with Australian Hyperrealist Cj Hendry



NEW YORK – 7 AUGUST 2023 – Phillips is pleased to announce **Dropshop**, a digital platform offering limited-edition releases of primary market art and objects in partnership with the artists, collaborators, and brands defining contemporary culture. Dropshop is the first and only platform in the international auction sphere that partners with working artists, making their work available for immediate purchase, disrupting the traditional, long-held dynamics between the primary and secondary markets. Phillips will collaborate with partners on every step, from conception and curation through to fabrication and promotion. Items are available for a limited time through a “buy now” ecommerce model at www.phillips.com/dropshop. Offerings are exclusive to Phillips’ Dropshop; once they’re gone, they’re gone.

As the only global house focused on 20th Century and Contemporary art, design and luxury items, Dropshop will revolutionize the experience of collecting in real time. Dropshop is poised to modernize the collecting experience in the spirit of Phillips' ongoing commitment to modeling market change, continued digital innovation and creative incubation.

Regularly scheduled 'drops' act as a dedicated digital space for artists to directly engage with audiences and collectors around the world in a way that is distinct to Phillips. Further demonstrating Phillips' commitment to artists working today, works purchased in Dropshop and subsequently resold in a Phillips auction or exhibition will earn the artist a resale royalty commission, enabling creators to participate in the secondary market success of their work. No other house has made this level of commitment to Contemporary artists or makers working today.



Christine Miele, Phillips' New Retail Sales Director, Ecommerce, who was brought on to launch the initiative, said, "Created in response to the generational shift of contemporary artists taking a more active role in self-representation, Phillips' Dropshop is truly groundbreaking. These regular 'takeovers' are designed to create a dedicated space for artists to directly engage with Phillips' global collecting community, amplifying their own voice in a personal and impactful way. As we embark on this venture, we look forward to presenting a culturally diverse range of artists, spanning both emerging and blue-chip names. With Cj Hendry's vibrant and captivating artworks resonating with people across the globe, we are thrilled to partner with her as we launch Dropshop."



Dropshop will launch on Sunday, 20 August, with works from Australian hyperrealist Cj Hendry, an artist who embodies the spirit of self-representation, broad inclusion and democratization of the market. A first in her upcoming *Crown* series, Hendry's 'drop' will feature one hundred bronze crowns, reminiscent of inflatables, alongside a large-scale drawing of one of the crowns. The pieces will be released on Dropshop at 10am ET on the 20th, following an in-person experience on 19 August at 432 Park Avenue, featuring a "treasure hunt" through thousands of inflatable plastic crowns. Cj is committed to the principles of zero waste in practice. Any leftover plastic crowns will be recycled and used in an upcoming exhibition. This is a testament to her dedication to sustainability and her desire to create art that is not only visually stunning but also environmentally responsible. By reusing materials, Cj is taking an innovative approach to art that is both creative and conscious.

Cj Hendry said, "I am an artist of sorts, an impresario masquerading as an artist. In the early days my practice was intensely linear, built solely on drawing, with mechanical draftsmanship being my focus. Over the years my hunger to build concepts bigger than a sheet of paper began to develop. I've come to exist within a grey area where I juggle curiosity, 2D, 3D, reality and fantasy. I am honoured to collaborate with Phillips for their first-ever Dropshop edition, and flattered to be the first for this venture. The theme of the drop is Crowns and, between the limited-edition bronze crowns available online and the live event taking place at Phillips HQ, we are bringing the concept into reality; there really is something for everyone here."

Cj Hendry (b. 1988) is a New York-based artist originally from Brisbane, Australia. Hendry transforms her fascination with contemporary material culture into large-scale, hyper-photorealistic drawings. Hendry's exhibits are intended to be actively experienced through engaging, fun, and thought-provoking exhibits. For her exhibit *Monochrome*,

Hendry and her team built an entire multi-room “home” inside a warehouse with each room entirely monochrome-colored from floor to ceiling and everything in between. For *Rorschach*, guests jumped through a gigantic bouncy house maze in order to reach and finally view the impressive series. Each Cj Hendry exhibit, from Miami to Melbourne, draws massive crowds with attendees waiting in line for several hours - and, in the end, everyone leaves more enriched than when they arrived. With her celebrity clientele – and many works in private collections - Hendry’s waitlist is now well over 3,000 collectors with a wait time of up to five years.

Miele joined Phillips in Spring 2023 with a diverse range of experience and relationships in art and culture, joining Phillips from the Kehinde Wiley Shop where she rebranded and scaled the artist’s offering as his Ecommerce Director. She also co-owned and operated the mid-century design gallery reGeneration for nearly three decades in SoHo.

Further announcements on subsequent ‘Drops’ will be forthcoming. To stay up to date on future announcements, follow Phillips on Instagram @phillipsauction and subscribe to www.phillips.com/dropshop.

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ABOUT PHILLIPS

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of 20th Century and Contemporary Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia. Phillips also offers an online auction platform accessible anywhere in the world. In addition to providing selling and buying opportunities through auction, Phillips brokers private sales and offers with appraisals, valuations, and other financial services.

Visit www.phillips.com for further information.

**Estimates do not include buyer’s premium; prices achieved include the hammer price plus buyer’s premium.*

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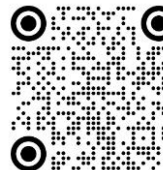
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