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PRESS RELEASE

PHILLIPS AND TUMBLR ANNOUNCE THE RESULTS OF PADDLES ON!



AUCTION TOTALS £83,500 / \$143,300 / €104,900 WITH TOP SALES BY MICHAEL STANIAK, MICHAEL MANNING, QUAYOLA, HEATHER PHILLIPSON, JONAS LUND, EVAN ROTH, HANNAH PERRY, AMALIA ULMAN, OLIVER SUTHERLAND, AND SARA LUDY

An Auction Celebrating the Next Wave of Digital Art
Curated by Lindsay Howard

FOR IMMEDIATE RELEASE

LONDON, UK - 11 July 2014 - Phillips and Tumblr announce results from Paddles ON!, the second auction dedicated solely to digital art at Phillips and the first in the UK, selling 93% by value and 77% by lot. Three-hundred people attended the live auction and registered to bid from throughout Europe, the Americas, and Asia, representing an international interest and excitement for the emerging digital art market. The auction's preview coincided with Phillips's contemporary art evening and day sales, effectively establishing digital work as an essential component of contemporary art collections.

"Building on the success of Paddles ON! in New York, the results of the London auction indicate a sustained interest in collecting digital art. It's been an honor to work directly with artists and galleries to advocate for this market, and to be able to donate a portion of the proceeds to Opening Times, who will continue to support digital artists through online residencies, commissions, and exhibitions." **Lindsay Howard, curator of Paddles ON!**

"We're thrilled to have had the opportunity to bring Paddles ON! to London during a particularly exciting time in Europe for digital art. The auction sparked important conversations around digital art, both online and off. We hope the interest in Paddles ON! will continue to be a catalyst for collectors to explore and support this new market." **Megan Newcome, Director of Digital Strategy at Phillips and Head of Sale for Paddles ON!**

"Sharing in the continued success of Paddles ON! is a boon for Tumblr and our artists community. We are so proud of the artists from the auction, and increasingly proud to be able to present these innovative works to the Tumblr audience." **Annie Werner, Community & Content Manager, Tumblr.**

PADDLES ON! TOP LOTS:

MICHAEL STANIAK, *IMG_885 (holographic)*, 2014, £25,000 / \$42,905 / €31,421
MICHAEL MANNING, *Chinese Broccolini Torta*, 2014, £15,000 / \$25,743 / €18,852
QUAYOLA, *Topologies - Tiepolo, Immacolata Concezione*, 2010, £7,500 / \$12,871 / €9,426
HEATHER PHILLIPSON, *PRIVATE PARTS PICTURES PRESENTS*, 2014, £6,000 / \$10,297 / €7,541
JONAS LUND, *Under the Influence #2*, 2014, £6,000 / \$10,297 / €7,541
EVAN ROTH, *Next, Next, Next*, 2014, £4,500 / \$7,723 / €5,656
HANNAH PERRY, *I was moved (on the bonnet) #2*, 2014, £4,000 / \$6,865 / €5,027
AMALIA ULMAN, *Profile Picture 03/01/14 (Gijón)*, 2014, £3,250 / \$5,578 / €4,085
OLIVER SUTHERLAND, *Waving*, 2012, £1,875 / \$3,218 / €2,357
SARA LUDY, *Bouquet*, 2012, £1,875 / \$3,218 / €2,357

Artists and galleries received 100% of the sale profits and a portion of the buyer's premium was donated to [Opening Times](#), a new online commissioning platform for digital art.

Phillips is the only international auction house to concentrate exclusively on modern and contemporary art and design, and is further dedicated to bringing cutting edge and emerging art to market. Phillips conducts auctions in New York and London and has representative offices throughout Europe and the United States.
LINK: PHILLIPS.COM

Tumblr is a media network powered by an army of independent creators and home to an audience of more than 300 million unique visitors. Founded by David Karp in 2007, Tumblr is headquartered in New York City.
LINK: TUMBLR.COM

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