

NORMAN ROCKWELL STUDY SETS WORLD RECORD AT HERITAGE



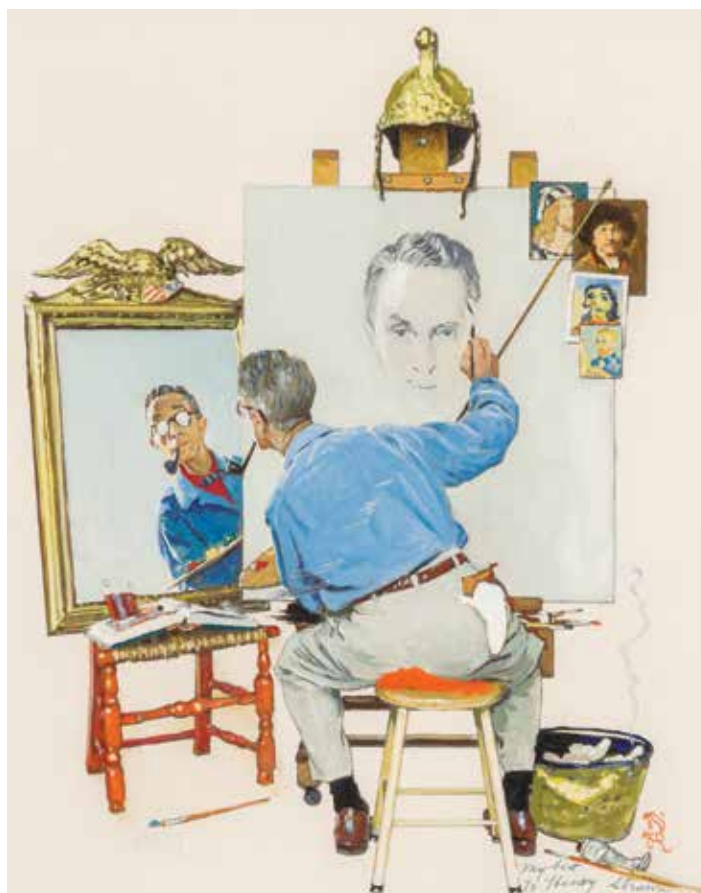
A stunning 99% sell-through rate showed the international interest in fine wine during Heritage's April Fine & Rare Wine Auction in Beverly Hills and Hong Kong. Standing room-only bidders bought over 1,400 lots totaling some \$2,800,00.

worthless to the intended beneficiaries. Similarly, bequests of art to heirs may not be equitably distributed (as was a decedent's intent), if not properly appraised and evaluated by a qualified appraiser.

The best thing to do on vacation or a cruise is to relax and have fun. By all means bring home souvenirs, but art from such dubious sources may not be a good idea. Remember, if you see that Picasso etching you want, it can be purchased from a reputable auctioneer or dealer elsewhere, after doing your homework or seeking consulting from qualified, reputable professionals. As always, if the deal seems too good to be true – it probably is.



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Norman Rockwell (American, 1894-1978)
Study for Triple Self Portrait, 1960
Oil on photographic paper laid on panel
11-1/2 x 9-1/4 inches
Sold for: \$1,332,500 | May 2017

Norman Rockwell's *Study for Triple Self Portrait*, an oil study for the artist's self-described 1960 *Saturday Evening Post* "masterpiece", sold for \$1,332,500, a new world record for an oil study by the artist during Heritage Auctions' American Art Auction in Dallas on May 3rd, 2017. With a pre-auction estimate of \$150,000 to \$250,000 and Heritage's cross-category marketing prowess, the work attracted a multitude of bidders including known collectors who previously concentrated on such items as coins and comic art.

Scholars have variously interpreted the *Triple Self-Portrait* as Rockwell's presentation of his multiple selves as an artist. Rockwell's son writes that the portrait, in capturing his father's different personas, embodied the very essence of his realist art, simultaneously innocent and sophisticated: "the slightly awkward figure almost crouched in front of the painting with a touch of the comic; the intensely serious face looking in the mirror with eyes obscured by the reflection of light on his glasses; and the outgoing, confident and friendly face of the drawing on the canvas. . . . We are not allowed to see the artist in one simple image, but fractured into a sequence of figure, mirror image, and slightly artificial self-image. . . . On the one hand, the picture is straightforward, showing the artist painting in his studio. On the other hand, the painting is a careful construct made up of a gradually developed idea followed by meticulous execution" (P. Rockwell in M. Hennessey, *Norman Rockwell: Pictures for the American People*, Atlanta, 1999, pp. 76-8).

The record-setting Rockwell led a \$4.5 million auction of diverse American art pieces that realized a 96 percent sell-through rate by value saw spirited bidding across all Heritage Auctions bidding platforms.