

# PRIVATE CLIENTS

HOUSE SALES AND SINGLE OWNER COLLECTIONS



EST. 1782  
**sworders**  
FINE ART AUCTIONEERS





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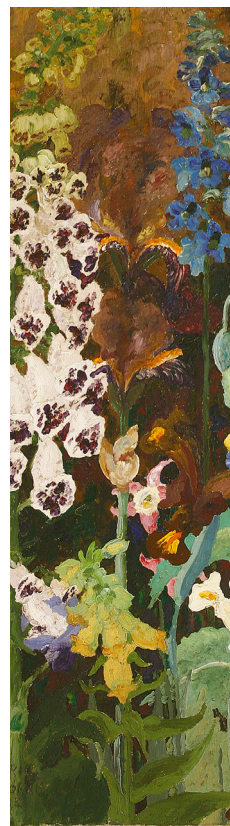
# ABOUT SWORDERS

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Sworders Fine Art Auctioneers is one of the country's leading regional fine art auctioneers with a reputation for integrity, professionalism and high auction prices. Founded in 1782, our auction rooms and head office are based in the village of Stansted Mountfitchet, Essex, in purpose-built, environmentally friendly, award-winning premises. We also maintain successful offices in central London and Hertfordshire.

We have an experienced and dedicated team who are committed to achieving the best possible results for all our clients. We offer a bespoke, transparent and efficient service which ensures our clients are kept fully informed throughout the auction process, from collection, delivery to the auction room, cataloguing, marketing to prospective buyers around the world, viewing, sale day and post sale services. Our aim is always to strive for excellence.

Members of SOFAA, the only professional body exclusively representing fine art auctioneers and valuers in the UK, our core values are to promote our clients' interests to the best of our ability whilst always adhering to the highest professional standards. This ethical stance has helped garner our good reputation amongst art dealers and collectors alike, whilst conducting in excess of 50 auctions per annum, including sales in specialist categories such as British and European Paintings, British and European Furniture and Works of Art, Modern and Contemporary Art, Design, Asian Art and Jewellery.





| The Stansted Mountfitchet Auctions Rooms

# PRIVATE COLLECTIONS

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Our valuers travel the length and breadth of the country to inspect and value individual items and entire house contents. The collections we offer arrive from all corners of the country, distance is no object.

Recent auctions include the contents of the fabulous Jacobean mansion, North Mymms Park in Hertfordshire, the Barbara Holliday Collection in the far north west of Cumbria, Badgemore Grange near Henley-on-Thames, Burnham Westgate Hall in Norfolk, and Alderley House in Gloucestershire (cover image).



The Henry Wilson Collection, Chelsea, London

The Barbara Holliday Collection, Cumbria





# North Mymms Park, Hertfordshire

Including an important collection of tapestries which realised in excess of £900,000



# OUR PRIVATE CLIENT TEAM

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**Guy Schooling** | Chairman

Guy has over 35 years' experience in the world of fine art and antiques and heads our Private Client team. His interests include English furniture, the Arts & Crafts Movement and Modern British Art. He has successfully led Sworders through the sale of many large single owner collections including North Mymms Park in Hertfordshire and Alderley House in the Cotswolds.

[guyschooling@sworder.co.uk](mailto:guyschooling@sworder.co.uk)



**Luke Macdonald** | Director

Luke qualified in 1986 and worked for many years in the West Country, before returning to his East Anglian roots in 2006. He joined the board of Sworders in 2019 bringing with him his boundless energy and enthusiasm. Luke's passion is for 18th Century English furniture, however his knowledge and interests are much broader including sporting art, arms and militaria.

[lukemacdonald@sworder.co.uk](mailto:lukemacdonald@sworder.co.uk)



**Daniel Webster** | Head of Hertford Office

Daniel, a senior valuer with more than 30 years' experience, leads our Hertford office. He has a broad knowledge of the art market. His principal areas of interest include clocks and watches and the Arts & Crafts movement. He has overseen the sale of many private collections and house contents, including an extensive collection of paintings and militaria from Newton House in Hampshire, the principal contents of an Irish Castle, a private collection of postal scales and a significant collection of Modern and Contemporary pictures from the Cayman Islands.

[danielwebster@sworder.co.uk](mailto:danielwebster@sworder.co.uk)



Holland House, Suffolk

# WHY SWORDSERS?

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**Our aim is to offer the highest level of customer service, whilst achieving the best possible auction results**

1	We keep collections together wherever possible. Single owner collections and significant house contents sales are now increasingly rare, thus when they do occur, they attract considerable interest from the media and potential buyers.
2	Provenance is important to buyers and collectors. Placing items in the context of a house contents or named collection is popular with, and reassuring for, bidders. It allows them to bid with confidence and often results in extraordinary prices being achieved.
3	We ensure that all our clients receive a bespoke, tailored and transparent service. Each is given a dedicated point of contact, a comprehensive plan is designed with the clients' needs in mind, this is regularly reviewed and consistently adhered to.
4	House sales and private collections are major events for Sworders, consequently we lavish great care and effort upon them.
5	Our marketing team is amongst the best in the business. We will ensure extensive local, national and international coverage with editorial content, imaginative advertisements and extensive online promotion.
6	Our auction catalogues are widely admired for their design and photography and are acknowledged as being amongst the very best in the auction world. We consider them to be a vital marketing tool, enabling us to promote the sale, and the lots therein, in the most attractive and enticing way.
7	Our auctions are carefully curated and presented in our spacious bespoke auction rooms.
8	We aim to reflect the personality of the collection in our handling of the lots, using where possible, atmospheric shots of the items as they were displayed in the property to help inspire potential bidders and to encapsulate the consideration, passion and enthusiasm with which the collection was put together.
9	Few, if any, auction houses can offer our extensive digital worldwide presence.



Burnham Westgate Hall, Norfolk

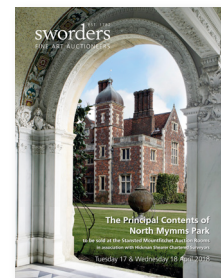
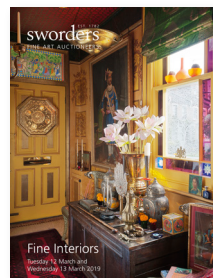
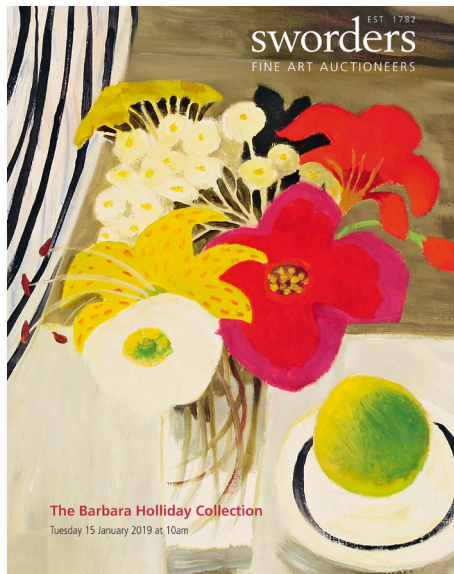




Alderley House, Gloucestershire

# MARKETING

## The Auction Catalogue



Our talented and imaginative design team ensure our catalogues are beautifully presented and do justice to any collection we offer. We recommend photographing as many lots as possible in carefully curated room settings to illustrate how wonderful the pieces may look in a purchaser's home.

All lots are comprehensively catalogued within the fully illustrated auction brochure, which is ready for circulation well in advance of the sale and distributed to:

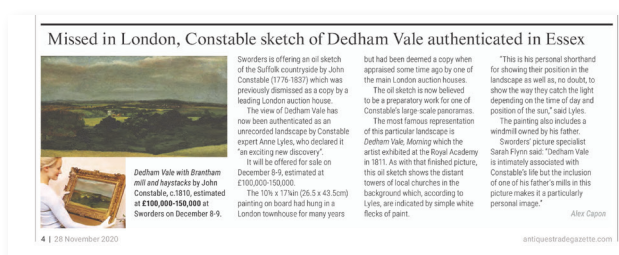
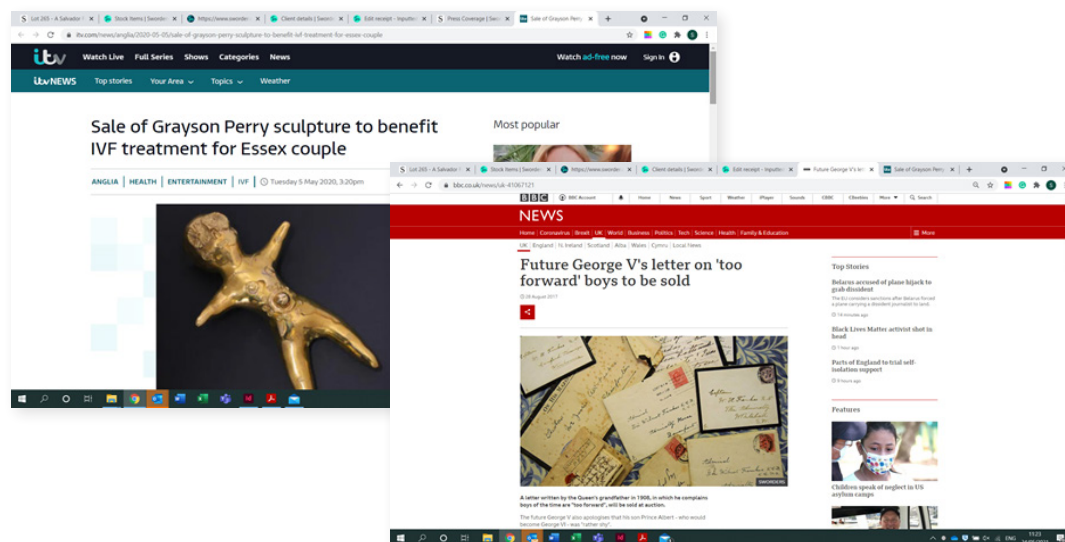
- Our extensive database of buyers and bidders
- Private collectors
- Friends, family and interested parties
- Specialist dealers, collectors, designers and decorators
- Local, regional, national and international press

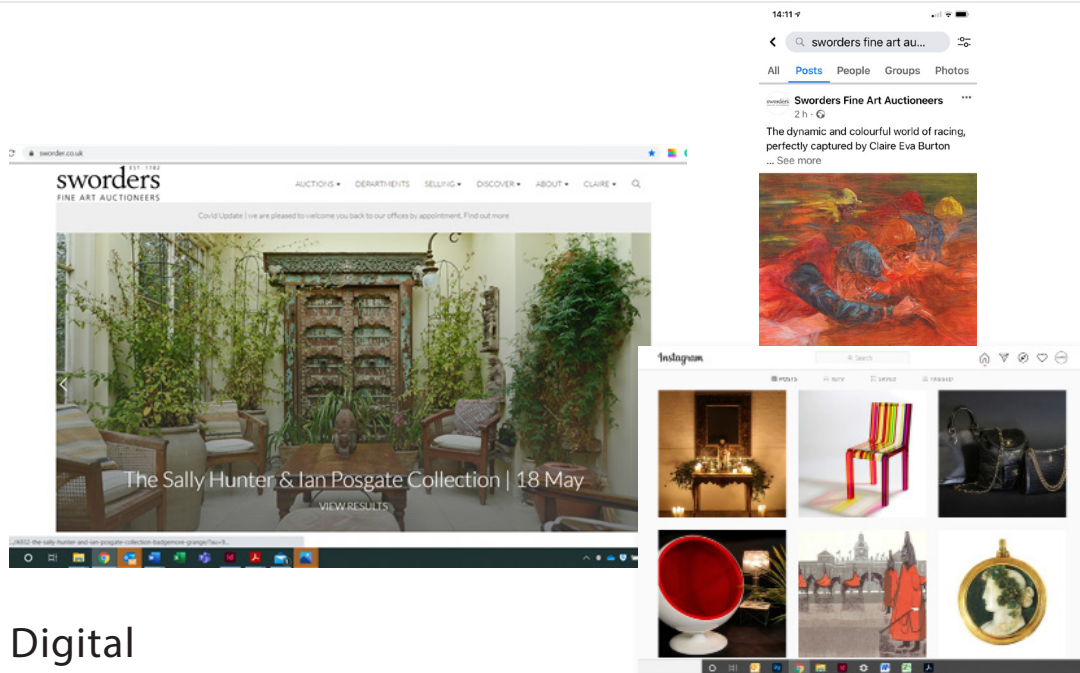
Catalogues are available for purchase at all Sworders' offices; they are also produced in an online 'page turner' format, available on our website, alongside the standard listing. This is emailed to buyers and collectors across the globe, enabling them to view the catalogue online and click directly through to any lots that may be of interest.

We have an experienced marketing team who work tirelessly to promote our sales and to maximise auction values.

## PR

- Imaginative and compelling press releases will be produced and forwarded to collectors' magazines, specialist and lifestyle magazines, local, regional, national and international press. We work diligently and effectively to ensure stories are placed in these publications, to promote the auction and the items therein
- Press releases will also be forwarded to online news platforms, an increasingly important part of today's news media
- Promotion to broadcast media, of both television and radio, with whom we have enjoyed considerable success in recent years
- We will ask that the design and PR teams visit the property or collection to see it in context





## Digital

Our digital presence is key to attracting buyers from around the world.

Currently our website has over 85,000 registered accounts, receives more than 60,000 unique visitors a month, and generates over 850,000 page views per month.

**Our website enables clients from across the globe to bid live, free of charge, through our 'SwordsLIVE' bidding platform.**

In addition, we are listed on the leading international online bidding platforms, including:

- the-saleroom.com in the UK and Europe
- lot-tissimo.com in Germany
- Gazette Drouot in France
- Bid 51 in China
- Bidsquare in the USA
- Invaluable in the USA

Live bidding on all platforms is fully compatible with desktop computers, laptops and mobile devices. Such coverage ensures the items we offer are broadcast around the world and available to collectors, however remote we think they may be. Far from unusual, bidding battles between the USA and China, or Australia and Germany are today an expected part of auction day.

Few, if any, auction houses can offer such extensive worldwide coverage.

We have a large email marketing database whom we contact regularly with news of forthcoming auctions and events.

We actively promote and drive stories through Instagram, Facebook, Twitter and Pinterest, in addition to paid-for social media campaigns.

Imaginatively drafted blogs and news articles surrounding the sale help drive traffic to the auction. All our auction catalogues are uploaded on to our website, and numerous search engines, at least two weeks prior to the auction, allowing time to effectively market sales.

## Print

- Prior to each auction, a colour brochure promoting the sale is distributed to our database of interested buyers and collectors
- Prominent advertisements are placed in the main trade journals including the Antiques Trade Gazette
- Advertisements placed in specialist collectors' and lifestyle magazines
- Advertisements placed in international, national, regional and local press, including the Daily Telegraph, The Times and Country Life
- Advertisements in forthcoming Sworders' auction catalogues



## Preview and Events

Our major auctions are open for public viewing prior to auction, allowing detailed inspection of the items offered, at which our team are available to answer questions and offer advice.

We can offer private preview events, hosted at our Stansted Auction Rooms or our London Gallery, which is conveniently located in the West End close to Leicester Square and leading London Galleries. These events are well attended and enjoyed by many, including invited members of the press, the art trade, and private collectors. It is an opportunity for you to invite friends and family to see your collection on view and talk to our specialists.



The Sally Hunter & Ian Posgate Collection

Badgemore Grange, Henley-on-Thames



# THE AUCTION

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Our experienced and knowledgeable specialists can advise on the most effective way to sell individual items or entire collections.

**A single owner collection will always attract considerable interest and allow our marketing team to promote the sale and the items within to maximum effect.**

The press enjoy reporting such events and the often fascinating stories and people behind them. Auctions of significant collections or properties are increasingly rare and are viewed as major 'events', drawing clients who seldom, or have maybe never before, bid at auction.

The illustrated auction catalogue may include a brief history of the house or collection and those who formed it, accompanied by illustrations of the interior and exterior of a property. We aim to bring the ambience of the house or collection into the auction room, by placing pieces in context and creating a comfortable country house atmosphere. Once bidders are familiar with a collection and its history, they feel able to bid with confidence and thus boost hammer prices.

Where the auction relates to a house contents, we suggest the pieces are sold on a room by room basis, for example, beginning with the entrance hall before moving into the dining room, drawing room, etc.

Auctions can be viewed in our bespoke Stansted Mountfitchet Auction Rooms, where our experts successfully recreate the character and atmosphere of the house or collection, on the premises where the collection was housed or formed, or in a neutral venue, perhaps in central London. The auction itself can be conducted at the property or perhaps, following viewing in the house, at our Stansted Mountfitchet Auction Rooms, which has the benefit of all the technology now associated with staging a global auction.



Burnham Westgate Hall, Norfolk



Barrington Hall, Essex

# SPECIALIST DEPARTMENTS

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## Our Departments



**Jane Oakley** | Head of Paintings and Sculpture

Sworders' paintings and sculpture department is, perhaps, the leading such department outside London. Jane Oakley heads the department and brings many years of experience and knowledge to bear, gained in major London auction rooms and galleries.



**James Pickup** | Head of Fine Interiors

Our Fine Interiors team produce four carefully curated auctions per year. The sales include a broad array of furniture, pictures, works of art and silver, headed by James Pickup who draws on years of experience and an accomplished understanding of period furnishing styles, as well as contemporary trends and fashions.



**John Black** | Head of Design | Director

20th Century and Modern Design is one of the most active areas of the art market. Buyers of all ages and backgrounds have embraced the many and varied styles of the last and present century, from the idealism of the Arts and Crafts Movement, through the radical flourish of Art Deco, the restrained mid-century Scandinavian style, to 'anything goes' modernism.



**Yexue Li** | Head of Asian Art

Asian Art it is a dynamic and rapidly-changing section of the market, largely driven by growth in the Chinese economy. Sworders is recognised as one of the UK's leading auctioneers of Asian Art. The department is headed by Yexue Li whose knowledge of the market is key to the sales success.



**Catriona Smith** | Head of Jewellery

Jewellery is an area of the market that sustains growth year on year, attracting worldwide interest. With more than 35 years in the jewellery industry, Catriona leads a team hosting two specialist fine jewellery and watch auctions per year, and ten highly successful monthly jewellery auctions.



**Tony Salani** | Head of Fine Wine and Spirits

Our Fine Wine & Spirits sales offer a stimulating opportunity to delve into this extensive market. Whether you are an experienced aficionado or a casual enthusiast looking to be more adventurous and expand your palate, we offer something to suit all tastes and budgets.

In addition, we have an array of specialists in many other areas including:

- Books and Maps
- Glass
- Pottery and Porcelain
- Silver
- Clocks
- Scientific Instruments
- Classic Cars
- Coins
- Out of the Ordinary
- Musical Instruments

Whatever your requirements, we have specialists available to assist.

The Farmhouse, Mayfair, London



# CLIENT SERVICES

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## Estimating Strategy

Our specialists are experts in achieving the highest possible prices for items on the open market. We are firm believers that realistic pre-sale estimates will draw interest from clients and that this is the best way to drive up auction prices. The addition of an extra bidder into a contest can increase competition very significantly. We will use our knowledge of the current market, cross-referencing works against comparable examples recently sold at auction, to suggest the most appropriate pre-sale estimate and reserve prices.

## Transport and Storage

We can arrange for the supervision, collection and storage of items prior to sale. We will receive competitive quotations for the removal and make no additional charge for our supervision and storage.

Once collected, all items will be covered under Sworders' comprehensive insurance policy at mid-auction estimate.

There will be no charge for:

- Transfer to our London Gallery for preview and subsequent return to the auction room
- Storage prior to sale
- Insurance

## Settlement

All works purchased should be paid for within 7 days of the date of sale. As long as payment has been received, proceeds will be released to you electronically after 21 days. Should any item not sell on the day, we will discuss this with you post-sale with the option of re-entry into a future auction.

# SUMMARY

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We are confident that Sworders can provide an exemplary level of service in conducting an auction of your items:

- With our experience in selling single owner properties and collections, we are confident in our ability to maximise the value of items offered
- We have an exceptional marketing team who promote our auctions around the globe
- We have award-winning auction rooms and a wonderful London Gallery in which to best display and preview the collection
- Our outstanding reputation ensures clients can bid with confidence
- We will offer a competitive financial package





# TESTIMONIALS

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*I 'm speechless with wonder.  
And so grateful.  
I can hardly believe it!*

**Dame Sian Philips**

*Divesting oneself of the entire contents of a home - selling up - is a challenging business. When this means disposing of a lifetime's collecting from a large house, it is traumatic. Having seen Sworders' catalogues, I felt that they were the people to help and they were. Enormous trouble was taken to photograph and arrange what was to be sold and to make sure through their marketing and PR departments that an appropriate audience was reached. The result was a huge success.*

**Sally Hunter**

*I want to thank Sworders for a fabulous result in the auction sale of the principal contents of Alderley House. The entire team have worked tirelessly to ensure that every detail was taken care of from the logistics associated with the delivery of over 500 lots to the documenting and photography of each individual piece, the publicity associated with the auction, the set up in the show rooms to mirror the entire house, and then the auction itself. A truly professional team who are all passionate about getting a great end result and who you can trust 100% to look after you in every respect.*

**Victoria Grace Day**

*We would like to express our sincere gratitude for all your help and advice when selling our furniture. The professional, expert and committed service from Sworders was invaluable in guiding us to a successful sale. The photographs and descriptions in your catalogue were excellent, and everyone involved in assisting us were supportive and knowledgeable. We would not hesitate in recommending Sworders.*

**Nick & Janet Humphries**

*We recently found that, in selling our collection of fine art and antiques, Sworders continue to deliver a very personal, caring and professional approach to everything they do. They could not have made it easier to work with them once we had decided to dispose of numerous articles collected since marrying over thirty years ago. We are delighted that we took our decision to sell now rather than defer things until an uncertain future point in time. Having waved goodbye to numerous items we find we do not miss them at all! Our home very much remains our home - no regrets!*

**Bryan Steele**

*One thing is sure. Sworders are the kindest auction house we have ever visited!*

**European Vendor**

# NOTES

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**Stansted Mountfitchet Auction Rooms**

Cambridge Road | Stansted Mountfitchet | Essex | CM24 8GE  
auctions@sworder.co.uk | 01279 817778

**Hertford Office**

42 St Andrew Street | Hertford | SG14 1JA  
hertford@sworder.co.uk | 01992 583508

**London Gallery**

15 Cecil Court | London | WC2N 4EZ  
london@sworder.co.uk | 0203 971 2500

**[www.sworder.co.uk](http://www.sworder.co.uk)**