



Heffel Launches New HO₂ Auction Platform Targeting Large Volume Corporate Art Sales

Heffel Fine Art Auction House, Canada's National Auction House, is launching an innovative fine art online auction platform called HO₂ (Heffel Online 2), on October 1, 2014.

As the Canadian fine art industry's leader, Heffel's HO₂ will engage collectors to acquire quality works of fine art at entry-level prices. The HO₂ venture is designed to accommodate large volume corporate collections and to promote the Canadian art market on an encompassing scale.

On October 1 and 15, 2014, HO₂ will open two specialty online sales showcasing works by Takao Tanabe, Jack Shadbolt and Bill McElcheran, among others. This introductory sale will be previewed in Toronto and includes approximately 500 lots at very attractive prices.

Heffel is also excited to announce the expansion of their client services in the Alberta region with the opening and establishment of Heffel Gallery Alberta Limited in Calgary in fall 2014.

Heffel's first live auction in Calgary will be on November 8, 2014. This sale will be previewed and conducted at the University of Calgary's Downtown Campus. Highlights from this sale include works by Marion Nicoll, Harold Town, Jean Paul Riopelle and Maud Lewis, among others.

The live Calgary auction as well as a number of HO₂ online auctions, to be held October 2014 to January 2015, will exclusively feature select works from the Imperial Oil Limited collection. The works have been donated by Imperial as the company streamlines its art collection, in preparation to relocate its head office to a new campus location in southeast Calgary. Imperial consignor proceeds from these auctions will be donated to Imperial's United Way partners across Canada.

"We're very pleased to offer such high quality works in the live Calgary auction," said Lisa Christensen, of Heffel's Calgary office. "We are also excited that auction proceeds will help make a difference not only in Calgary, but in communities across Canada."

To participate in the HO₂ online auctions or Calgary live auction, visit www.heffel.com.

About Heffel Fine Art Auction House

Heffel has sold more Canadian art than any other auctioneer worldwide, with more than \$370 million in art auction sales since 1995, and has conducted the most valuable live auctions of Canadian art. With offices and representatives in Vancouver, Toronto, Ottawa, Montreal and Calgary, Heffel provides superior client services to both sellers and buyers nationwide and beyond.

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