



HEFFEL KNOCKS DOWN FIRST AUCTION IN CALGARY

Heffel Fine Art Auction House is delighted to have conducted its first auction in Alberta with the Imperial Oil Limited Charity Auction for the benefit of the United Way. On November 8, David and Robert Heffel hammered down 88 lots to a lively crowd at the University of Calgary Downtown Campus, totaling \$237,000 (all prices are in Canadian dollars and include Buyer's Premium) with an impressive 100% sale rate. The consignor proceeds will be donated by Imperial to their United Way partners across Canada.

"As Robert and I were both born in Alberta, we are thrilled to have hammered down our first auction on Albertan soil. Calgary has been on our radar for many years, and our partnership with Imperial was a fantastic opportunity to bring our podium to this city," states David Heffel, president of Heffel Fine Art Auction House. "Also with the consignor proceeds being donated by Imperial to their United Way partners, this auction has been an especially positive and rewarding experience."

Highlights in the sale included the striking *Portrait of a Plains Indian* which sold for \$44,250, *Gulf of St. Lawrence* by Christopher Pratt and *Reflecting on Granites and Grapes* by Mary Pratt, both of which sold for \$32,450 each. There was especially spirited bidding in the room and on the phones for three rare

single autographic prints by Painters Eleven artist Harold Town, with *Monument for a Sculptor* and *Standard for Coronation* selling for \$4,130 each and *Minotaur with Nose Guard* selling at \$3,540. Determined bidding also arose for works by Maud Lewis, Alex Janvier and Marion Nicoll, among others, easily surpassing their pre-sale estimates.

Lisa Christensen, Director of the Calgary office for Heffel, remarked "Imperial's collection is well-known in Canada, and this auction gave people an opportunity to purchase a quality work of art knowing that the entirety of Imperial's net proceeds would be donated to their United Way partners."

Saturday's live auction total is in addition to two online sales of Imperial's artwork sold in October through Heffel's newly formed corporate sale platform, HO2 (Heffel Online 2). The grand total for the three sales is an impressive \$430,630 with a high sale rate of approximately 92%. Consignor net proceeds from these three sales is destined for Imperial's United Way partners.

Heffel will continue with sales from Imperial's collection in January 2015 through the HO2 venue and based out of Heffel's newly established downtown Calgary office. Online catalogues will be posted to www.heffel.com and available for preview by appointment in the New Year.

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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