



Asymmetric Love Number 2, Addie Wagenknecht, 2013. Courtesy of the artist.

PHILLIPS AND TUMBLR ANNOUNCE THE RESULTS OF *PADDLES ON!*

A Special Exhibition And Auction Celebrating Digital Art

Curated by Lindsay Howard

AUCTION TOTALS \$90,600 WITH TOP SALES BY ADDIE WAGENKNECHT, JAMIE ZIGELBAUM, CASEY REAS, PETRA CORTRIGHT, ALEXANDRA GORCZYNSKI, AND RAFAEL ROZENDAAL

FOR IMMEDIATE RELEASE

NEW YORK, NY – October 15, 2013 – Phillips and Tumblr announce results from *Paddles On*, the first auction dedicated solely to digital art at Phillips, which totaled \$90,600, selling 92% by value and 80% by lot. Nearly five-hundred people attended the live auction, representing a bridge between the worlds of art and tech. The auction engaged with Phillips's existing clientele, and also saw an influx of new collectors – 80% of successful bidders were first-time buyers at Phillips.

"Paddles On! marked an important, historical moment for the field of digital art and established auction records for a number of artists. The auction provided an attractive mix of social experience, transparency, and urgency for collecting digital work, which appealed to both young and new collectors. One of the legacies of this auction will be the ongoing exploration surrounding best practices for presenting, collecting, and preserving digital works." - Lindsay Howard, curator of *Paddles On!*

"We're thrilled that Tumblr could support such an amazing group of emerging artists, many of whom have been members of the Tumblr community for years." - Annie Werner, Arts Evangelist at Tumblr

"The auction was not only a continuation of a long-standing tradition for Phillips of bringing new and often more challenging artists to the marketplace but it gave collectors the opportunity to see the possibilities of collecting digital and net-based art before it becomes a mainstay in contemporary art collections." - Megan Newcome, Director of Digital Strategy at Phillips and Head of Sale for *Paddles On!*

PADDLES ON! TOP LOTS:

ADDIE WAGENKNECHT *Asymmetric Love Number 2*, 2013, \$16,000

JAMIE ZIGELBAUM *Pixel*, 2013, \$15,000

CASEY REAS *Americans!*, 2013, \$11,000

PETRA CORTRIGHT *r_sept.psd #1*, 2013, \$9,500

ALEXANDRA GORCZYNSKI, *PLUR Piece*, 2013, \$9,500

RAFAEL ROZENDAAL *Into Time 13 08 13*, 2013, \$9,000

Artists received 80% of the sale profits and the remaining proceeds were donated to Rhizome, the leading non-profit organization dedicated to supporting new media and digital art since 1996.

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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