
ANTIQUES

FOR EVERYONE SUMMER

ART, DECORATIVE & INTERIORS

Press Information
& High Res Images 2017

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AFE Summer Fair Delivers Customers and Business

Originally created to fill a much-needed gap in the market for dealers to do business at an otherwise quiet time of the year, the Antiques for Everyone July fair once again proved that there is plenty of business to be done at the height of the summer season.

With a marketing campaign designed to encompass not only the domestic market for private collectors and trade buyers but the Far East and Asian residents in the UK, the fair once again drew many younger Chinese and Japanese buyers, many attending



First through the door - opening morning bargain hunters.



as families. This brought rewards for many specialist exhibitors, notably those with English ceramics, sculpture and Oriental works of Art. Chinese and Japanese visitors joined American and UK buyers as the fair enjoyed a busy four days when the vast majority of exhibitors reported sales ahead of the summer fair for 2016.

‘It’s been very successful. I’ve sold ceramics across my entire range to many new customers, including Chinese private and trade buyers flocking to the NEC where they find me and other specialists with a wide range of fine quality pieces that meet their requirements. They’ve also preferred the higher quality, more expensive pieces’ - Julian Eade from West Sussex, porcelain specialist at the Antiques for Everyone Summer Fair which ran from 20th - 23rd July 2017.

Jon Irvine from Jon Irvine Antiques from Dorset, specialising in Japanese pieces was especially delighted, making more than 30 sales to new and regular customers, including American visitors. ‘It’s been a very successful fair, I’ve sold stock across my entire range,’ said Jon at the close.



Jon Irvine on his stand display of red sticker labels.



Pottery and porcelain proved strong sellers across the fair. Andrew Muir from the West Midlands, a specialist in Art Deco ceramics, notably Clarice Cliff and Moorcroft and a regular exhibitor at AFE for more than 20 years, declared this summer fair his most successful ever. 'I buy rare, collector's pieces and ensure my customers know I'll be here with the things they most want,' explained Andrew, 'and the fair then provides more and new customers every time. It's been immensely successful.'



Steve Bentley with sold Arts & Crafts furniture waiting for collection

Long-time exhibitor John Newton from East Yorkshire has lately expanded from selling Continental porcelain into silver overlay glass and 20th century studio pottery from Germany, enjoyed his most productive sales at AFE for ten years. 'From moments after the fair opened, buyers were queuing on the stand,' exclaimed John. 'Customers have travelled from the West Country and beyond to be here. With so many specialists taking part, it's always worth their while.'

Sales extended to many ceramics specialists across the fair, including Bristol-based dealers Lynways who specialise in Scandinavian studio pottery and glass. 'Every day has been remarkable for us,' explained Lyn Chapman after she sold Swedish wall plaques, vases, free forms, glassware and much more, clearing more than half of their extensive stock.



Lyn from Lynways

Showing early English pottery, Roger de Ville from Staffordshire, made sales to new and regular collectors who find the NEC offers more and better quality ceramics than almost any other event outside London. Philip Carrol, the Yorkshire-based dealer with a wide range of pottery and porcelain, moved into the fair's Section

One and found plenty of buyers for his wide range of stock.

Joining the fair for the first time was Hampshire furniture dealer and BADA member Hugh Leuchars, taking a spacious stand at the fair's entrance. With a much-admired combination of furniture and decorative pieces, Hugh was delighted, making several sales to new customers. Fellow furniture specialist, Guy Dennler Antiques from Dorset, also sold well, mainly to regular clients who favour his fine traditional Georgian pieces. From Cambridgeshire, long-time exhibitor Mark Seabrook Antiques, specialising in country furniture and metalwork, enjoyed an extremely successful fair selling numerous pieces to new and regular clients.



Hugh Leuchars Antiques presenting a fabulous display to greet visitors to the fair.

Another regular, Cantelo Antiques from the Isle of Wight, sold to the trade and public, clearing more than half their stock from a large stand. Levels Antiques from Somerset were continually busy, posting on social media: 'This has been an excellent fair for us providing many pieces of Arts & Crafts furniture for clients. We now return home to start the task of restoration all over again!'



Section Two - the aisles were packed on opening day.

Clock specialist Paul Kembery from Bristol, also a regular stand-holder, once again made sales to new and returning collectors. 'It's been as busy and productive as usual,' said a delighted Paul.

Arts & Crafts furniture sold extremely well as Steve Bentley of Steve Bentley Decorative Arts & Lighting from Buxton reported. 'I'm very pleased with sales,' said Steve, 'especially as it's all been to new customers finding us here at the NEC. It's be a real tonic to do business at an otherwise quiet time of the year, which is why we are at the fair in July.' Scotland dealer James Strang made sales of Scottish Arts & Crafts furniture, paintings and ceramics to collectors, while fellow Scot, Alan Robinson from Alloa almost cleared his stand of collector's items to trade and private collectors.

Art Deco and Art Nouveau provided popular. Jeroen Markies from Forest Row sold sets of finely polished walnut Art Deco furniture, accessories and mirrors; Hickmet Fine Arts from London once again found enthusiastic collectors for their range of bronze and ivory sculpture, several selling for substantial five-figure sums; Morgan Strickland Decorative Art from London, sold silver; Dave Hornik-Unger of DecoDave from South Humberside found buyers queuing for lighting and artefacts, notably the rarer pieces. Art Deco was also selling well at Marion David Decorative Art from Hertfordshire, specialising in small silver, clocks and accessories; and Shine on Design from Northamptonshire, who sold furniture, art and mirrors.

Arms and armour specialist Dominic Vincent from Garth Vincent Antiques was busy throughout, making sales to first-time collectors and serious connoisseurs wanting early and rarer guns, swords and armour. 'It's been non-stop,' said Dominic.

Jewellery dealers widely reported good business to private buyers. Regular exhibitors Plaza from Cheshire, Anderson Jones from Yorkshire, Howell's Antiques from Lancashire, Billy Rae from Aberdeen and newcomer Timewise from London enjoyed sales of diamond and other jewellery and watches.

In other areas, an impressive display of contemporary sculpture at the front of the fair was Muse -The Sculpture Gallery from the Cotswolds and a number of sales resulted. Folk art specialists John Shepherd & Erna Hiscock from Kent found plenty of trade and private buyers for samplers and folk art; and Hazlehurst Sculpture and Antiques from Kent, with 19th century French bronze sculpture.

The fair's additional attraction included a superb display titled "From Victoria to George VI: Gadgets, Gizmo's and Thingamajigs" presented by collectors Maurice Collins, who joined fellow regular expert speakers Judith Miller and Will Farmer to present talks throughout the four days – all once again packed with standing-room only for late arrivals.

Commenting at the close, Mary Claire Boyd, Fair Director, said, 'Our AFE summer fair once again proved that there is always business to be done at the NEC, and our exhibitors rose to the challenge to provide a fantastic choice of stock. It is evident that the fair is extending and diversifying as it continues to attract new clients. We very much look forward to our winter fair in November.'

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