


# Hermès 2012 Birkin Bag Sells for \$72,900 at Christie's HK

BY SONIA KOLESNIKOV-JESSOP | NOVEMBER 24, 2014



 [View Slideshow](#)

A Matte Graphite Nilo Crocodile Birkin 35 Bag With Gold Hardware Hermès, 2012

## RELATED

VENUES

Christie's

The inaugural handbag and accessories auction of **Christie's Hong Kong** proved a draw for buyers, with the auction raising HK\$13,801,250 (US\$1,788,642) and 95% of the lots selling.

A matte graphite nilo crocodile Birkin by Hermès, dating from 2012, realized HK\$562,500 (US\$72,900), above its HK\$350,000–450,000 estimate.



## The Value of Art ©2012, Christa Sommerer & Laurent Mignonneau

from **Laurent Mignonneau** 1 year ago ALL AUDIENCES

The Value of Art

© 2010, Christa Sommerer & Laurent Mignonneau

The Value of Art are interactive paintings dealing with the economy of attention and value creation in the art world. When we look at prices of artworks at auctions, they often seem incomprehensible. Competing art collectors betting against each other can create skyrocketing values for art works. Relevance and attention in terms of art history, social and critical discourse are important components for becoming a desired masterpiece with high monetary value. The amount of attention towards an art piece is directly linked to its monetary value.

The Value of Art series are interactive experiments dealing with the value of art in a conceptual and pragmatic way.

We transform existing paintings that we buy at auction houses. We equipped them with sensors that can measure the exact time viewers spend in front of the painting. A small thermal printer is also attached to the frame of the painting. As we know exactly the price we paid for each painting and the amount of money we spent on interface materials, plus the value of our working time for producing this art work, the initial value of the work can be exactly calculated. The initial value including all expenses and costs appear printed out on the paper of the thermal printer at the beginning of the first exhibition.

Once The Value of Art interactive painting is shown, the work will start counting the number of visitors and the amount of time they spend looking at the painting. Through our integrated sensors the painting will constantly update its value, making the whole process of value creation for this artwork totally transparent. Visitors can follow how the value of this art work increases the more viewers look at the work. At the end of each exhibition The Value of Art will have reached a certain monetary value. The artwork could now be sold for exactly that value, or sent on to the next exhibition to increase its value even further. The more people look at the work, the more valuable it will become

The Value of Art is a critical reflection on the economy of attention, the relationship between artist, artwork and audience, and the question of monetary and ideological value of the artists and audiences time and attention.

GE1127

Finale

Who does not have their quiz?

Did anyone here not do quiz and not do makeup?

# FINAL

**Due: Dec. 5th, noon.**

Late submissions  
lose 10% every 24 hours.

I'll be in class  
**if you notify me**  
that you are coming  
to show me a physical artwork.










PDF samples  
of previous year  
final project  
online:

1

# Grading

1. Concept
2. Complexity
3. Originality
4. Relevance
5. Implementation
6. Design
7. Structure
8. Clarity
9. Process
10. Overall

## Basic Guidelines for Final Project

	<b>Creative Project</b>	<b>Hybrid</b>	<b>Essay</b>
	MAKE an artwork. Describe process. Provide audio/visuals. Contextualize it.	PROPOSE an artwork. Describe process. Provide audio/visuals. Contextualize it.	Make an ARGUMENT. Analysis. Theoretical quotations. Conclusion.
Words ( <u>per person</u> )	200-400	400-800	800-1600
Images/video			
References (theory)			
References (art)			
Group projects			

Final Creative-Art Projects can be done in small groups.

The course 2B description states:

“Projects (art-research): Final projects will analyse, propose or implement possible art-works related to transactions. Projects will be developed in small groups; each student must contribute and document their own contributions independently. Team members are encouraged to take responsibility for specific aspects of the project, i.e.: creative lead, documentation, graphic designer. Projects can take any form but must include a written, multimedia and online (documentation) component. Projects will be graded on complexity, originality, relevance, implementation, design, structure, clarity and process.”

Note that means that the word-count in the Final Project Guidelines will be revised to reflect a *per-person* count.

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**Final:**

<https://canvas.cityu.edu.hk/courses/1170/assignments/2828>

**Make a blog post.**

**Submit URL to blog post + URL to PDF on Canvas.**

Group members can make separate blog posts to document independent work but everyone's name must be on pdf and it must be the same, ok?

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## **Final Questions....**

Use:

<https://canvas.cityu.edu.hk/courses/1170/assignments/2828>

**PLEASE PLEASE PLEASE, post ALL technical or procedural questions to this Canvas assignment so that answers can be collectively seen.**

# EXERCISE

Laptops closed.

What's the title of your artwork/essay?

Write down 5 variations.

# CONCEPT

ART

Describe what it is.

Materials. Action.

ESSAY

What is your thesis.

Main thought. Method.

# RELEVANCE

ART

What does it say?

What is your intention?

ESSAY

What is your opinion?

What is your argument?

# RESEARCH

ART

What art works inspired you?

In a vertical list, write down names and titles from memory.

ESSAY

What theorists inspired you?

What have you read so far on the subject?

# Why?

Beside each art-work/theorist write down:

what it is  
what it means  
why it fits

# IMPLEMENTATION

ART

ESSAY

How will the artwork be exhibited?

Where? When?

How will the essay evolve?

What method are you using? Analysis? Anecdote?

# STRUCTURE

ART

How is the experience designed?

For who? Lighting? Timing?

ESSAY

How is the essay structured?

Case studies? Classic opening, examples, conclusion?

# STYLE

ART

Aesthetic choices?  
Appearance? References?

ESSAY

Style/layout of paper?  
List of adjectives. Description.

# COMPLEXITY

ART

ESSAY

What is your motivation?

What is at stake? What can be gained/lost/understood?

# Conclusion.

Overall impact expected? Demographic of audience?

Exchange papers with someone you don't know.

Read and discuss.

End.  
Thanks.