



要自己的實力。

吴力超(時任世界知識出版社編輯):現在中國人買畫,都有一個保值心理。我們應當把藝術品收藏與投資聯繫起來。

李克穆(時任中國企業評價協會秘書長):從經濟學的角度看,藝術品參加拍賣無外乎基于它的藝術價值及其經濟價值。近年來,藝術品投資出現熱潮,意味着人們財產觀念的增強。進入九十年代,人們開始有了投資能力,因此在投資股票、房地產的同時,就有了投資藝術品的可能性,這也就是建立文化珍品拍賣公司的現實背景。所以,培育藝術市場、普及文化傳統、傳播中華文明,既是藝術家的責任,也是經濟學家的責任。

Central Institute of Fine Arts): The contemporary arts works are shrinking. Contrary to our expectations, works of a century back sell well. Many galleries in Manhattan and elsewhere in the United States have gone bankrupt. Nobody dares to invest in contemporary artistic works.

Jin Weinuo (then a professor of the Central Institute of Fine Arts): I suggest not confining our eyesight to auctioning off our domestic cultural relics because the state has imposed some policy restrictions. It is not permitted to auction any items slightly beyond the limited years. Presently pottery and porcelain works are the major items sold at high prices in the international markets. As for other Chinese cultural relics, few foreigners know the ropes and are

①耿寶昌

②左起:啓功、傅熹年、朱家潘、史樹青

③左起:楊伯達、殷介炎、徐邦達、王世襄、劉九庵

④左起:王連起、謝辰生、蔣風白、啓功、王雁南(右一)

⑤鑒定專家參觀預展

⑥陳英(左三)參觀預展

⑦左起:高園、司徒瑪麗、王雁南、啓功、寇勤、傅熹年、劉凱

⑧齊白石 松鷹 成交價:RMB 1,760,000

⑨清康熙 釉裏三彩海水龍紋觀音瓶 成交價:RMB 748,000

①Geng Baochang

②From left: Qi Gong, Fu Xi'nian, Zhu Jiabin and Shi Shuqing

③From left: Yang Boda, Yin Jieyan, Xu Bangda, Wang Shixiang and Liu Jiuan

④From left: Wang Lianqi, Xie Chensheng, Jiang Fengbai, Qi Gong and Wang Yannan(first from right)

⑤Experts of identification on the preview

⑥Chen Ying (third from left) on the preview

⑦From left: Gao Yuan, Mary Stavongagen, Wang Yannan, Qi Gong, Kou Qin, Fu Xi'nian and Liu Kai

⑧Qi Baishi EAGLE AND PINE TREE Price: RMB 1,760,000

⑨A RARE AND FINELY CARVED UNDERGLAZE-BLUE, COPPER-RED AND CELADON VASE mark and period of Kangxi Price: RMB 748,000





之所以花費篇幅摘登部分與會人士的上述建議和觀點，目的是希望給大家展現一個當年嘉德誕生之時的客觀背景及生存環境，也真實記錄下各方人士對於嘉德的成長所耗費的心血。

座談會結束了，與會各位專家、學者站在各



自不同角度的分析都頗有道理。嘉德，這個懵懵懂懂闖進文物圈子裏的“外來戶”，第一步到底應當邁向哪裏？

缺乏文物藝術品經營的工作經歷和實際經驗，無疑

是當時嘉德管理高層的一個軟肋。但幸運的是這個不足變成了嘉德廣開言路、謙虛求教的動力。毫無行業成見和芥蒂、但長于宏觀經濟分析的嘉德管理者，做出了兩項戰略性的決策：緊密依靠專家，廣募社會英才。



ready to offer good prices. The prices offered are actually below standards. Therefore we should consider recovering some relics by applying domestic forces. Meanwhile, we hope the artists, critics and auction firms will strengthen cooperation in this regard.

Xue Yongnian (then a professor of the Central Institute of Fine Arts): Studies in fine art history and reviews on fine arts will affect the prices of artistic works. We should attach importance to the studies in the history of fine arts and related works. Collector training is of long-term interest to auction companies. We should set up a friendship association of connoisseurs and collectors to enhance eyesight and professional levels. Auction firms should also foster their own connoisseurs and critics and build long-range corporate credit. With the increase of auction institutions, there will also be a problem of competition. China Guardian should also have its own practical strengths.

Wu Lichao (then an editor of the World Knowledge Publishing House): In buying paintings the Chinese of today are psychologically trying to preserve the values. We should combine the collection of and investment in artistic works.

Li Kemu (then Secretary-general of the China Enterprise Evaluation Association): From the angle of economics, the additional auction of artistic works was nothing more than based on their artistic and economic values. In recent years, there appears a spree of investments in artistic objects. This implies an upgrading of people's concept about property. By the 1990s people had begun to have the capacity of investment. Hence, while investing in stocks and real estates people have the possibilities of investing in artistic works. This was the realistic context in which the cultural treasure auction company was set up. Therefore, the nurturing of an art market to popularize cultural traditions and spread Chinese civilization is not only the responsibility of the artists, but also that of the economists.

- ① 嘉德聘請首批鑒定顧問、藝術顧問儀式
- ② 高占祥與徐邦達
- ③ 張德勤與傅大卣
- ④ 左起：靳鴻恩、董輔弼、薛永年
- ⑤ 尹瘦石與史樹青
- ⑥ 郎紹君與靳尚誼
- ⑦ 明永樂 青花纏枝花卉紋八角燭臺 成交價：RMB 3,355,000

- ① The ceremony of China Guardian inviting the first group of identification and arts advisers
- ② Gao Zhanxiang and Xu Bangda
- ③ Zhang Deqin and Fu Dayou
- ④ From left: Jin Hong'en, Dong Fureng and Xue Yongnian
- ⑤ Yin Shoushi and Shi Shuqing
- ⑥ Lang Shaojun and Jin Shangyi
- ⑦ A VERY RARE BLUE AND WHITE CANDLE STICK Ming Dynasty, Yongle (1403-1424) Price: RMB 3,355,000



嘉德成立鑒定委員會和藝術委員會的儀式十分隆重，文化部高占祥副部長、國家文物局張德勤局長、著名經濟學家董輔弼都應邀出席，並分別向專家們致送了嘉德首批鑒定顧問和藝術顧問的大紅聘書。

我們應當永遠感謝嘉德的首批鑒定顧問和藝術顧問們，永遠記住那些為中國文物藝術品拍賣事業做出過開創性貢獻的專家和學者們的名字：

啓功、徐邦達、謝稚柳、劉九庵、朱家溍、史樹青、楊仁愷、蘇庚春、傅熹年、馮其庸、

The reason why we spend so much space in covering the foregoing proposals and viewpoints of some of the seminar participants is that we want to place in front of you an objective context and survival environment for China Guardian at the time of its inauguration. It is also intended to make a true record of the tremendous exertions by people in different circles for the growth of China Guardian.

The symposium was over. The analyses made by participating experts and scholars from different angles were all reasonable, but where should China Guardian, the stranger that intruded into the ring of cultural relics, direct its very first step?

Lack of work and practical experience in cultural relics and artistic works management was undoubtedly a weak point of the China Guardian elite management. But fortunately, this shortage turned out to be the driving force for China Guardian to widen the channel of seeking suggestions and advice with modesty. China Guardian managers, free from any trade-sector prejudices or grievances, and good at making macroeconomic analysis, made two strategic policy decisions, namely to closely rely on experts and to extensively recruit social talents.

The inauguration ceremony of the China Guardian identification and arts committees was





held in high profile. Deputy Minister of Culture Gao Zhanxiang, Chief of State Cultural Relics Bureau Zhang Deqin, famous economist Dong Furen attended on invitation and granted the experts the first batch of bright red letters of appointment as China Guardian's identification and art advisors.

We should always thank to the first batch of China Guardian's identification and art advisors, and remember the full names of those experts and scholars for the creative contributions they have made to the Chinese cultural relics and artistic works auction industry. Their names are as follows:

Qi Gong, Xu Bangda, Xie Zhiliu, Liu Jiu'an, Zhu Jiajin, Shi Shuqing, Yang Renkai, Su Gengchun, Fu Xinian, Feng Qiyong, Yang Xin, Xiao Yanyi, Yang Chenbin, Liu Guangqi, Zhang Cisheng, Qin Gong, Zhang Jincai, Wang Lianqi, Nie Chongzheng, Zhong Yinlan, Shan Guolin, Shan Guoqiang

Geng Baochang, Wang Shixiang, Fu Dayou, Ma Chengyuan, Wang Qingzheng, Xue Guisheng, Yang Boda, Sun Huiyuan, Zhang Pusheng, Xu Yongxiang, Chen Huasha

Ji Shuying, Ding Yu, Wu Xixian, Hu Jiemei, Li Xinqian

Wu Fenggang, Zhao Renlong, Shen Zenghua, Chang Zengshu, Liang Honggui, Liu Guangshi, Tang Wuji, You Naiqi, Zhao Hongshan

Yin Shoushi, He Haixia, Zhang Ding, Jin Weinuo, Ai Zhongxin, Wu Guanzhong, Liu Xun, Jin Shangyi, Shen Peng, Zhu Naizheng, Shao Dazhen, Chang Shana, Liu Boshu, Xue Yongnian, Shui Tianzhong, Li Xianting, Lang Shaojun, Liu Xiaochun, Liu Chunhua, Wang Mingming

TALENTS: THE MOST PRECIOUS OF ALL

Gao Yuan, the first entrant of China Guardian, graduated from the German Specialty of Foreign Languages Department of Wuhan University. Later, she worked at the USSR and East Europe Research Institute under the Chinese Academy of Social Sciences, and pursued advanced studies in Germany. Recalling the initial process of preparing for China Guardian, recruiting stockowners and applying for document approval and instructions, Chen Dongsheng said, It was all at a beginning. How we dared to work in the Great Wall Sheraton Hotel office room. There was utterly no office at all.

- ①總經理王雁南
- ②副總經理寇勤
- ③副總經理李秋波
- ④首席拍賣師高德明
- ⑤油畫部經理高園
- ⑥中國書畫部經理胡妍妍
- ⑦瓷器部經理陳連勇
- ⑧古籍善本部經理拓曉堂
- ⑨郵品錢幣部經理郭學廣
- ⑩清康熙 門彩靈仙祝壽紋盤 成交價：RMB 550,000
- ⑪沈周 山水卷 成交價：RMB 2,200,000

- ①President Wang Yannan
- ②Vice President Kou Qin
- ③Vice President Li Qiubo
- ④Chief Auctioneer Gao Deming
- ⑤Oil Paintings and Sculptures Dept Manager Gao Yuan
- ⑥Chinese Paintings and Calligraphy Dept Manager Hu Yanyan
- ⑦Chinese Ceramics and Works of Art Dept Manager Chen Lianyong
- ⑧Rare Book Dept Manager Tuo Xiaotang
- ⑨The Stamps and Coins Dept Manager Guo Xueguang
- ⑩A RARE AND FINE DOUCAI DISH Mark and period of Kangxi Price: RMB 550,000
- ⑪Shen Zhou LANDSCAPE Price: RMB 2,200,000



楊新、肖燕翼、楊臣彬、劉光啓、張慈生、秦公、章津才、王連起、聶崇正、鐘銀蘭、單國霖、單國強 ……

耿寶昌、王世襄、傅大卣、馬承源、汪慶正、薛貴笙、楊伯達、孫會元、張浦生、許勇翔、陳華莎 ……

冀淑英、丁瑜、吳希賢、胡介眉、李新乾……

吳鳳崗、趙人龍、沈曾華、常增書、梁鴻貴、劉廣實、唐無忌、游乃器、趙鴻善 ……

尹瘦石、何海霞、張竹、金維諾、艾中信、吳冠中、劉迅、靳尚誼、沈鵬、朱乃正、邵大箴、常莎娜、劉勃舒、薛永年、水天中、栗憲庭、郎紹君、劉驍純、劉春華、王明明 ……

Many a time, I operated in my own home. It was up to Gao Yuan to attend to many specific things. It was a tough job indeed. Her foreign literature background and her experience in studying abroad made Gao highly interested in modern Western arts. After the establishment of China Guardian Gao shouldered the heavy responsibility of auctioning oil paintings. This was a highly challenging new scheme at the time. Even fine arts insiders dared not assume the job. But to the pleasant surprise of all, Gao showed a unique spirit of self-confidence and exploration within one year's time.

According to the recollections of Kou Qin, the office director, at the time of China Guardian establishment, social concepts were experiencing a radical change. Plunging into the commercial sea became an important orientation of job selection for the young people who dared to challenge and refused to muddle along. Unfamiliar as the cultural relics and artistic works auction industry was to the general public, many actively responded to the China Guardian recruitment notices, including some professional personnel in government departments and museum institutions. Therefore, the work of recruitment went on for several days according to categories in Room No. 407 of the Great Wall Sheraton Hotel at the time.

Hu Yanyan, pursuing her postgraduate studies in calligraphy and painting identification



人才，是最寶貴的

第一個人盟嘉德的高園，畢業于武漢大學外文系德語專業，后在中國社會科學院蘇聯東歐研究所工作，并到德國進修深造。談起當年最初籌備嘉德、募集股東、申請批文的過程，陳東升回憶道，當時是八字剛剛一撇，哪敢進入長城飯店辦公，根本就没有辦公室。很多時候都是在自己



家裏操作，許多具體事情都由高園去跑，非常辛苦。外國文學專業背景以及歐洲的留學經歷，使得高園對西方現代藝術產生了很大的興趣。嘉德成立后，她毅然擔起了油畫拍賣的重任。這在當時是一個挑戰性極強的新項目，連美術界內的許多專業人士也不敢看好。但是，一年后高園便以其獨特的自信和開拓精神，還給了大家一個驚喜。



據當時任辦公室主任的寇勤回憶，嘉德剛剛成立時，社會觀念正處在劇烈變革時期，“下海”已經成爲那些不甘平庸、敢于追求的年輕人的重要擇業方向。雖然當時文物藝術品拍賣行業并不爲社會所熟悉，但應聘嘉德的人數却十分踴躍，其中也不乏政府部門和文博機構的專業人員。因此，當時在長城飯店

after graduating from Tianjin Nankai University's cultural relics museum specialty, came from the Yanjing Publishing House affiliated to the Beijing Municipal Cultural Relics Bureau. "It necessitated some courage to abandon the iron rice bowl at the time," the current manager of China Guardian Chinese calligraphy and painting department manager recalled. But she found an important chance in the unexpected encounter with China Guardian. In this brand-new space, she had made a splendid and penetrating display of her expertise.

Legends had it that Chen Lianyong did not notice the recruitment advertisement until the deadline date, when he was working at the Beijing Arts Museum. After almost a decade of hard work, he had become a famous porcelain auction connoisseur at home and assumed the important post as manager of Guardian porcelain division. Who could say that Chen, a man who had almost omitted his chance with China Guardian, was not predestined to be in bonds with China Guardian?

Speaking of China Guardian, Tuo Xiaotang also claimed to have a dramatic experience. Upon graduating from the Department of History of Northwest University in 1982, Tuo entered the rare books department of China's top-notch library --- Beijing Library (now China National Library). The current manager of China Guardian rare books division, Tuo was not very enthusiastic about current affairs. He was scholastic all along, and buried himself in ivory tower studies. But one day, his wife caught sight of a China Guardian notice of recruitment. Reading the notice, Mrs. Tuo was touched, and recommended it to her husband. She urged him to go in response. Recalling the past ten years, Tuo deeply felt the significant gains from the practical tempering in China Guardian. Rare was the chance of studying personally and transacting such books as *the Weng's Collection of Rare Books* and *Qian Jingtang's Collection of Letters of Correspondence among Ming Celebrities* even



- ①陳東升接受記者採訪
- ②王雁南向記者展示拍品
- ③股東代表李泓、王永昌、鄔鴻恩觀賞拍品
- ④股東代表李學千、杜越新、黃泰剛、鄔鴻恩、王文彬觀賞拍品
- ⑤拍賣師高德明、張相佑、徐軍與人事部曹麗、周末拍賣部郭彤赴香港考察
- ⑥千姿百態的拍賣現場
- ⑦齊白石 松窗閑話 成交價：RMB 1,980,000
- ⑧清乾隆 白玉雕松樹紋筆筒 成交價：RMB 528,000

- ①Chen Dongsheng interviews with reporters
- ②Wang Yannan shows the collections to reporters
- ③Representatives of Shareholders Li Hong, Wang Yongchang and Wu Hong'en enjoy the collections
- ④Representatives of Shareholders Li Xueqian, Du Yuexin, Huang Taigang, Wu Hong'en and Wang Wenbin enjoy the collections
- ⑤Auctioneer Gao Deming, Zhang Xiangyou, Xu Jun, Personnel Dept. Cao Li and the Weekend Auctions Dept. Guo Tong investigate in Hong Kong
- ⑥Various scenes of auction
- ⑦Qi Baishi CHAT BY THE WINDOW SHADOWED BY PINE TREE Price: RMB 1,980,000
- ⑧A FINELY CARVED WHITE JADE BRUSH POT Qing Dynasty, Qianlong Price: RMB 528,000



in the National Library. Tuo treasures the chance and prides upon himself.

At the First National Auctioneers' Pre-siding Skills Contest sponsored by China Auction Industry Association in 2002, the chief auctioneer of China Guardian Gao Deming was elected chairman of the Evaluation Committee. Under the enthusiastic care of the audiences, the respected Gao Deming appraised the first batch of golden, silver and bronze gavels. But many people did not know that it was purely fortuitous for Gao to assume the important post as China Guardian's top auctioneer. One day not long after the inauguration of China Guardian, Gao Deming, almost 60, was on duty at the Great Wall Sheraton Hotel. Mrs. Zhang Lei, general sales supervisor of the Great Wall Sheraton Hotel, had been entrusted by Wang Yannan to find an auctioneer. At the very sight of the rosy-faced, resounding-voiced old gentleman, her eyes sharpened. She lost no time in leading the latent auctioneer to the office of Chen Dongsheng. A moment of interview led to the conclusion of a bilateral contract, Chen recalled. In the past decade, Gao never absented himself from any of the scores of China Guardian auctions. Not only successfully fulfilling the most important auctions, he trained a number of young auctioneers including Zhang Xiangyou, Xu Jun and Jia Yuntao, etc.

China Guardian is a great arena that has fostered and brought about the first





407 房間，分門別類的招聘工作持續了好幾天。

畢業于天津南開大學文博專業后又繼續攻讀書畫鑒定研究生的胡妍妍，就来自于北京市文物局下屬的燕京出版社。這位現任嘉德中國書畫部經理回憶，當時放棄“鐵飯碗”是需要勇氣的，但她也覺得與嘉德的不期而遇是一個很重要的機會，自己的專業特長在這個全新的空間，得到了揮灑自如、淋漓盡致的展示。

傳說陳連勇是在嘉德招聘截止日期的最后一天看到那份招聘廣告的，當時他正就職于北京藝術博物館。經過近十年的磨礪，當時與嘉德幾乎擦肩而過的陳連勇，已經成為業內知名的瓷器拍賣鑒定專業好手，并擔當起嘉德瓷器部經理的重任。誰又能說這其中沒有一個與嘉德不解的緣分呢？

談起入盟嘉德，拓曉堂稱其也很有戲劇性。現任嘉德古籍善本部經理的拓曉堂，1982年畢業于西北大學歷史系，隨後進入中國頂級圖書館——北京圖書館(現中國國家圖書館)善本部工作。一頭鑽進象牙塔的“拓夫子”并不太熱衷時事，但某一日其夫人從發行量很大的《北京晚報》上發

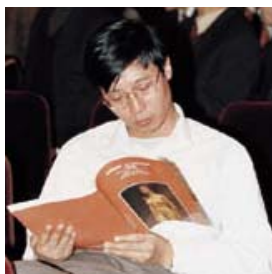
contingent of professionals. Justifying the hope placed in them, the contingent has matured quickly in the course of tempering and made the arena even more splendid.

“TAKEOVER-ISM” AND “CHINA NATIONAL CONDITION”

Recalling the scenes of going to Hong Kong to visit an auction in 1993 together with Wang Yannan, Chen is as sensational as ever. In his own words, they were utterly ignorant of the process and skills of cultural relics and artistic works auctioning in the initial period of China Guardian, except for charging ten percent of



commission fees from the buyer and the seller each. Therefore, they felt everything exceptionally new and fresh and particularly important when watching the actual scene of Hong Kong auction and its pre-exhibition. Although Chen got permission from the sponsor of the auction to tape the auctioning scene, he still worried that videotaping the auction might negatively influence the clients. A layman in videotaping, Chen tried his best to take everything he deemed important inside and outside the auction venue.





②

現了一則嘉德的招聘啓事，拓夫人閱讀之余頗有觸動，隨即推薦給了拓曉堂，并力促其前往應聘。十年后回憶往事，拓曉堂深感這些年來在嘉德實戰的歷練頗有意義和收獲，類似于在嘉德親自研究并過手《翁氏藏書》和《錢鏡塘藏明代名人尺牘》等機遇，甚至是在國家圖書館都難以獲得的，他非常的珍惜與自豪。

在2002年中國拍賣行業協會舉辦的首屆全國拍賣師主持技巧大賽上，嘉德首席拍賣師高德明被推選為評委會主席。在觀眾的熱情關注下，受人敬重的高德明評定着中國拍賣業界的第一批金槌、銀槌和銅槌。但許多人并不知道，高德明當年承擔嘉德拍賣師重任，却純屬偶然。嘉德成立后不久的一天，年近六旬的高德明前往長城飯店公干，曾受托于王雁南幫助物色拍賣師的長城飯店銷售總監張磊女士，見到這位面色紅潤、嗓音洪亮的儒雅長者，頓時眼前一亮，立即將這位

①Chen Dongsheng and Wang Yannan visit Sotheby's in U.S.A. Gong Jisui (dean of Chinese Paintings and Calligraphy dept. of Sotheby's, first from left), Mike Bruhn (Chinese porcelain expert of Sotheby's, second from left), D.D. Brooks (CEO of Sotheby's, middle)

②EXTREMELY RARE AND MAGNIFICENT HUANGHUALI SQUARE STAND 17th Century Price: RMB 880,000

③Huang Yongyu FLOWERS IN LESHOU TANG Price: RMB 770,000

④Pu Ru VISITING FRIEND AMONG PINE TREES AND ROCK Price: RMB 1,650,000

Returning to Beijing, we played the videotape and found the snapshots shimmering from time to time and the pictures often extremely unstable. But the China Guardian colleagues, who had never watched any international auctions, watched the Chen edition of the Hong Kong auction with great enthusiasm and patience. They went on watching until the very end, although the show was awfully tedious. For a toddling baby enterprise, it is very important to imitate and learn in the initial period. "Take-over-ism" is the watchword on Chen's lips. Of course, "takeover" here does not simply mean duplication or mechanically copying. It is actually a process of absorption and integration, borrowing and displaying. In this period, the office of China Guardian was a haunt for visitors bustling with activity. It invited senior officials with the Ministry of Culture and the Cultural Relics Bureau to the company to expound the laws and regulations related to cultural and art market. It also invited Zhang Zongxian, Hu Wenhui and other famous collectors and auction firm managers from Hong Kong to the Great Wall Sheraton Hotel to introduce the history and status quo of auctions overseas from different



③

- ① 陳東升、王雁南訪問美國索斯比拍賣行。龔繼遂(索斯比拍賣行中國字畫部主任,左一)、溥文(索斯比拍賣行中國瓷器部專家,左二)、D.D Brooks(索斯比拍賣行CEO,中)。
- ② 明 黃花梨木帶托泥方座臺 成交價:RMB 880,000
- ③ 黃永玉 樂壽堂辛夷花 成交價:RMB 770,000
- ④ 溥儒 松岩訪友 成交價:RMB 1,650,000



頗具拍賣師潛質的高德明拉到了陳東升的辦公室裏。陳東升回憶，雙方交流片刻，便一拍即合。十個春秋過去了，嘉德數十場拍賣，高德明場場不落，不僅圓滿完成了諸多拍賣重頭戲，還帶出了張相佑、徐軍、賈雲濤等一批年輕有為的拍賣師。

嘉德是個大舞臺，它培養和造就了自己的第一批專業隊伍。這支隊伍也不負眾望，在磨練中迅速成長，又使嘉德這個大舞臺熠熠生光。

“拿來主義”和“中國國情”

現在回憶起1993年與王雁南一同前往香港觀摩拍賣會時的情景，陳東升依舊感慨不已。用陳東升自己的話說，嘉德成立之初，除了收取買方和賣方各百分之十的佣金之外，大家對於文物藝術品拍賣的程序和技巧幾乎一竅不通。所以，看到香港拍賣和預展現場的一切，都覺得分外新鮮和特別的重要。雖然經過了拍賣會主辦者的同意，但陳東升還是擔心現場攝像會影響客人拍賣，他使盡了自己并不熟練的攝像本領，錄制了自己認為重要的拍賣場內外所有的環節和場景。





angles so as to get acquainted with the collection customs of buyers and sellers overseas.

The pattern of auction became clear, and the operational method was also basically set. But where were the auction objects--- the very core and basis of an auction? Without collecting good objects attractive to the collectors, everything was merely empty talk. As recalled by Chen Dongsheng, in order to solicit favorable auction objects, China Guardian set in motion all social resources directly or indirectly. As the newborn China Guardian was not so influential to the market, and folk collectors were highly skeptical and alert on auctions, excavating auction resources from the cultural relics system became an affair of great urgency and paramount importance.

China Guardian has always cherished a feeling of gratitude for Qin Gong, Zhao Yu and other enthusiasts for their brokerage activities. As the proverb goes, he who works hard will be repaid. After half a year's of busy activity everywhere, the first auction got prepared. An important batch of Chinese calligraphy and painting as well as oil painting works was listed into two catalogues of auction object pictures. These included Qi Baishi's *Eagle and Pine Tree*, and *Beiyue Grass Insects*, Zhang Daqian's *Waterfall and Mountain* and *Lotus Flower*, Kang Youwei's *Official Script Long Couplets at Nanjing Tablet tower*, Wu Zuoren's *The Greater Hinggan Mountain Range*, Yang Feiyun's *Young Lady and Dog*. Viewed from today, the catalogues can not be counted as excellent, but they were works of great exertions at that time.

THE FIRST AUCTION PROVES A GREAT SUCCESS

It was not without doubts and hesitation that China Guardian sent out its first catalogue pictures home and abroad. The auction was also made public through the mass media.

The reactions were exciting. Many collectors overseas accepted the invitations with great pleasure. Some folk collectors in Taiwan organized themselves into a group and arrived at Beijing. Domestic cultural relics and entrepreneur circles also actively responded by attendance to activate the event. Vice Chairmen of the NPC Standing Committee Tian Jiyun and

- ①楊尚昆(左四)、霍英東(左一)參觀預展
- ②曾慶紅(右二)參觀預展
- ③李沛瑤(左二)與王雁南
- ④金明(前排坐者)訪問嘉德
- ⑤王岐山(右)參觀預展
- ⑥楊紀珂(右)參觀預展
- ⑦清乾隆 粉彩牡丹紋折扇形壁瓶 成交價：RMB 825,000
- ⑧沈煥 皇清職貢圖 成交價：RMB 2,860,000

- ①Yang Shangkun (fourth from left), Huo YingDong (first from left) on the preview
- ②Zeng Qinghong (second from right) on the preview
- ③Li Peiyao (second from right)and Wang Yannan
- ④Jin Ming (front row) visit China Guardian
- ⑤Wang Qishan (right)on the preview
- ⑥Yang Jike (right) on the preview
- ⑦A VERY EXCELLENT AND FINE FAMILLE ROSE FAN
Qing Dynasty, Qianlong Price: RMB 825,000
- ⑧Shen Huan PORTRAITS OF ETHNIC MINORITIES
Price: RMB 2,860,000



回到北京一放錄像，鏡頭時時躲躲閃閃，畫面經常極不穩定，但從未完整觀摩過國際性拍賣活動的公司同事們盡管看得頭昏惡心，仍以極大的熱情和耐心，看完了此次香港拍賣會“陳氏版本”的全部錄像帶。

對於一個蹣跚學步的新企業來說，初期的摹仿和學習是非常重要的。陳東升經常挂在嘴邊的

Wang Guangying and Vice Chairman of the Chinese People's Political Consultative Conference National Committee Zhao Puchu, among others, were present in person at the pre-exhibition of the first China Guardian auction.

Recalling the first auction held on March 27, 1994, Hu Yanyan described it as an "unforgettable day." She had to return home to give birth to her baby after undergoing the early-stage auction preparation. Much to her regret, she was unable to turn up and see for herself the other "baby," to which she had devoted so much exertion. Therefore she entrusted her husband to go to the auction scene and sit at the computer control table, and relay the auction live over the telephone to her in their home while taking notes of it at the same time. This turned out to be a hot topic of talk for a time.

Speaking of the first auction of China Guardian on March 27, 1994, Guo Tong, who joined the company in 1996, said she spent 100 yuan to buy a ticket and scarcely managed to enter as there was a terribly big crowd of visitors. As Kou Qin remembers, thinking it was impossible for all those invited to attend, China Guardian sent out more invitations than the number of seats available. Beyond expectations, the hall of the Great Wall Sheraton Hotel on the second floor



- ①徐邦達為嘉德首場拍賣敲響第一槌
- ②張宗憲競投嘉德第一件拍品
- ③嘉德首場拍賣會貴賓席
- ④左起：何海霞、金明、趙樸初、田紀雲、王光英、肖秧、莊笑林、徐文伯、周正慶、鄒佩珠、張德勤出席嘉德首場拍賣預展開幕式
- ⑤嘉德首場拍賣會現場
- ⑥田紀雲、王光英參觀預展
- ⑦王丙乾(左一)、王光英參觀預展
- ⑧布赫(右二)、巴音朝魯(右一)參觀預展
- ⑨趙樸初(右二)、周紹良(右三)參觀預展
- ⑩楊飛雲 少女與小狗 成交價：RMB 187,000
- ⑪艾軒 凍土帶 成交價：RMB 385,000

- ①Xu Bangda knocks the first gavel for the first auction of China Guardian
- ②Robert Chang bids for the first article of China Guardian
- ③Honoured guest seat on the first auction of China Guardian
- ④From left: He Haixia, Jin Ming, Zhao Puchu, Tian Jiyun, Wang Guangying, Xiao Yang, Zhuang Yanlin, Xu Wenbo, Zhou Zhengqing, Zou Peizhu and Zhang Deqin attend the opening ceremony of the first auction preview of China Guardian
- ⑤The first auction spot of China Guardian
- ⑥Tian Jiyun and Wang Guangying on the preview
- ⑦Wang Bingqian (first from left) and Wang Guangying on the preview
- ⑧Bu He (second from right) and Ba Yin Chaolu (first from right) on the preview
- ⑨Zhao Puchu (second from right) and Zhou Shaoliang (third from right) on the preview
- ⑩Yang Feiyun YOUNG LADY AND DOG Price: RMB 187,000
- ⑪Ai Xuan WINTER IN TIBET Price: RMB 385,000

一句話，就是“拿來主義”。當然，這個“拿來”不是簡單的復制和抄襲，其實是一個吸收與融合、借鑒與發揮的過程。這個時期的嘉德辦公室，人來客往，十分熱鬧。除了相繼邀請文化部、文物局的管理者前來公司講解有關文化藝術市場的

was fully packed long before the opening of the auction. Many holders of invitation letters and tickets kept pouring into the hall. Finally, police officers on duty from the Beijing Municipal Public Security Bureau could not but show up, and restricted the flow of entrants.

Visitors were pouring in enthusiastically while the buyers inside were thrilled with the transactions. The first article under auction was Wu Xizeng's Painting of *Fishing Enjoyment*. With Gao the famous auctioneer starting to offer prices, the famous collector from Hong Kong Mr. Robert Chang, holding the No. 1 competition placard, stood up and said, "Today is the first auction of China Guardian. It signals an instant windfall! I offer 18,000 yuan!" With this, the scene became activated all of a sudden. People began to add up the offer in quick succession. Mr. Robert Chang was bent on getting the painting and successively shouted aloud "28,000 yuan," "38,000 yuan," and "48,000 yuan" ---- until he finalized the transaction at 88,000 yuan. The connoisseur master Mr. Xu Bangda went on the stage and banged the first historic gavel for China Guardian. Thus, Mr. Robert Chang captured the first lucky auction object amid applause.

After intense competitive bidding, the special auction of Chinese calligraphy and





法律、法規之外，嘉德還將香港著名收藏家張宗憲、香港拍賣行負責人胡文虎等邀請到了長城飯店，請他們從不同角度介紹海外拍賣的歷史和現狀，了解海外買家與賣家的收藏習性。

拍賣程序清楚了，操作方法也基本明確，但“拍品”這一拍賣會的核心與基礎在哪裏呢？征集不到能够吸引藏家的上好拍品，一切都還是紙上談兵。據陳東升回憶，當年爲了征集拍品，真是動用了一切直接或間接的社會資源。因爲初出茅廬的嘉德并没有太大的市場影響力，民間收藏者對於拍賣更是存有很大的疑惑和戒心。因此，發掘文物系統內部的可拍賣資源，便成爲了當務之急的頭等要事。

嘉德一直對秦公、趙榆等許多熱心人當年的穿針引綫心存感激之情。功夫不負有心人，經過半年多的四處奔波，首場拍賣會籌備就緒，包括齊白石《松鷹圖》、《貝葉草蟲》，張大千《石梁飛瀑》、《荷花》，康有爲《南京碑樓行書長聯》，吳作人《流送——大興安嶺》，楊飛雲《少女與小狗》，艾軒《静静的雪后》在內的一批重要的中國書畫和油畫拍品，列入了兩册在目前看來并不算精美，但在當時却已是盡心竭力而爲的拍賣圖錄。

首場拍賣 一炮打響

懷着忐忑的心情，嘉德向海內外寄出了自己的第一本拍賣圖錄，拍賣會也通過媒體正式向社會亮相。

反響是令人興奮的。許多海外藏家欣然接受了嘉德的邀請，臺灣一些民間收藏機構還相約組團抵京。國內文物界、企業界也給予了積極的響

