

HERITAGE AUCTIONS AMERICA'S AUCTION HOUSE

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Headquartered in Dallas, Heritage is the largest auction house founded in the United States. With 140 experts in 40+ categories, Heritage conducts over 700 auctions each year.

The Dallas Design District Showroom is home to the Fine and Decorative Arts Department, and regularly hosts auctions, previews, and the Art & Design Speaker Series. Whether you are consigning or collecting, our specialists are here to guide and serve you.



HERITAGE AUCTIONS



AVIVA LEHMANN

For decades, many curators and collectors have categorized illustration art qualitatively apart from American art. Today a Rockwell painting can sell for more than an Edward Hopper oil! As a result, more obscure illustrators are rising to stardom, and categories such as Pin-Up, Pulp and Commercial Advertisement are seeing dramatic increases in demand, and in value.

Aviva will break down the categories of Illustration Art---discussing which artists are most sought-after, who the up-and-coming stars are, and what to look for when collecting illustration.

Aviva is Vice President and Director of American Art for Heritage Auctions. She graduated magna cum laude in Art History from Yeshiva University in New York and is an adjunct professor of Appraisals and Valuation in the Art Administration Master's Program at New York University. Aviva also lectures at museums and institutions nationwide.

Cover:

Norman Rockwell (American, 1894-1978)

Tough Call, Saturday Evening Post cover study, April 23, 1949

Sold for: \$1,680,00

Ed Beardsley

Vice President of Heritage Auctions

Cordially Invites You to Attend the

ART & DESIGN SPEAKER SERIES

BEYOND NORMAN ROCKWELL:

THE STATE OF TODAY'S ILLUSTRATION MARKET

Thursday, May 2, 2019 | 6 pm

HERITAGE AUCTIONS | DESIGN DISTRICT SHOWROOM

1518 Slocum Street

Dallas, TX 75207

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Kindly respond to RSVP@HA.com or 214.409.1050

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