

Pritchard picks a spot at Lorfords

Welsh dealer joins the ever-growing hangar crew at former airfield in Gloucestershire

"AS an antique dealer you have to remember not everyone knows about you," notes Drew Pritchard.

For a dealer with clients including Jamie Oliver and Jim Carrey, and a Twitter following of 18,000 – not to mention the starring role in the television show *Salvage Hunters* – it might sound like Pritchard is indulging in a bit of false modesty.

In fact he is earnest, and the proof of this is in his recent move to Lorfords Antiques, the aircraft hangar showrooms at Bâbdown Airfield in Gloucestershire, where he plans to enlarge his client base.

Lorfords is already occupied by more than 30 dealers, and, following the addition of an adjacent selling space last month, its numbers rise to more than 40 by March.

The new space, Hangar One, will offer 7500 sq ft for new and existing dealers, and has freed up space in the existing Hangar Two for dealers, such as Pritchard, to join.

Pritchard's existing client base is strong. "The majority of my clients are decorators who work on anything from hotels to shop interiors and 50% of my business is international," he points out.

However, the opportunity to work with some friends in the industry and tap into a new market made the move, following the sale of his 10,000 sq ft warehouse in Conwy, north Wales, an easy decision.

And already he can report positive results. Pritchard's new space opened on February 2, and within the first hour of opening, a major American collector had snapped up a table and several chairs that had been advertised on the website for three months without interest.

"When I visited Lorfords I thought



Left: dealer Drew Pritchard and, right, his stand in Lorfords' existing space of Hangar Two.



I don't buy to a fashion – I buy to what I like, and that's not going to change

instantly 'I've got to be here'," Pritchard says, citing the calibre of the other dealers and the standard of the antiques as two of the major draws.

The other attraction of Lorfords, Pritchard adds, is the standard of service that its co-directors Lesley Ferguson and Toby Lorford provide. The two directors can also boast of having recently welcomed *3details*, *Edd in the Clouds* and *Seventeen-Twentyone*.

So, it is a time of rapid development. Still, for Pritchard, not everything is changing.

For example, he points out, those who have worked with him in the past will find the Lorfords set-up familiar.

"It's a carbon copy of what we do at the Battersea decorative fair," he says, and he adds that although his Lorfords space is smaller, it is very similar to his former showroom.

Also, he is confident that his existing clients will not feel forgotten. Not only will he remain in Conwy, where he has always lived, but his collection remains easily and universally accessible through his website.

Like Lorfords as a whole, Pritchard uses his website to great advantage, and is keenly aware of the power of a visual platform for the sale of antiques.

"Antiques are the perfect thing to sell online. It's as if the internet were made for antiques," he says.

Finally, Pritchard will continue to spend all but two days a week on the road searching for new stock. It's a search that can take him far and wide, but he will continue to buy within set parameters.

"I don't buy to a fashion," he says. "I buy to what I like, and that's not going to change."

drewpritchard.co.uk
lorfordsantiques.com

History man is modern fan

YANNICK Chastang will be known to many for his work in historic marquetry restoration. However, his work includes a more modern focus, as revealed in an ongoing exhibition.

Shown here is *Chair*, one of the pieces in **STUDIOCUR/ART's** show of modern art, *A City without a Song*. Chastang's work plays on the contrasts between contemporary functional design and historical decorative arts, and will be on display until February 27 at the Averard Hotel, London.

Chair is a floor panel measuring 9ft 10in x 3ft 7in (3 x 1.1m) – the chair is 2ft 7in (80cm) tall – and executed in ebony (from managed sources) and white oak, using the shadow of a gilt wood and cane chair, c.1880, courtesy of Waddesdon Manor, Buckinghamshire.

The marquetry includes more than 1300 separate pieces, and is available for sale via Karina El Helou in a limited edition at **£16,000**.

studiocurart.com



Above left: lacquered Iwai School at the Jones and Jones Oriental crests) and maedate (fore crest) Above right: late Gothic crossbow Zeilinger Collection – Traditional starting price of €20,000.

Arms fair

THE business model of the now in its 33rd year, cuts to

Noticing in the past that conducted during the first d family, now run the fair for February 28.

Not only does this focus decisions on purchases, but limits costs for exhibitors. It



Duo tear

JAMES McWhirter and Alexander launched their new gallery space

McWhirter operated from his space in nearby Park Walk for 2 new gallery at 11 Langton Street offer more floorspace from which variety of stock, including some

Along with Carcaci, who has experience as an art consultant Street will offer a selection of works of art.

antiquetrade gazette.com