

# 嘉德十年

## GUARDIAN TENTH ANNIVERSARY

只要回憶起1993年5月18日那一天，中國嘉德國際拍賣有限公司的創始人陳東升，總會處在一種激動而幸福的情緒之中。對於他



來說，盡管時光已經流逝了三千多個日日夜夜，但當年一切的一切，都恍如昨日、近在眼前。記不得是多少次面對記者們關於“你為什麼要創辦嘉德？”這類的提問了，陳東升每次總是充滿感情地回答：

### 為了一個朦朧的理想

有人說，陳東升如果不學經濟、不做企業家，很有可能成爲一個蠻不錯的詩人。的確，即便在十年后的今天，回頭審視當年的一切，創立嘉德的念頭不僅僅是“超前”二字所能概括的，很大程度上包含着詩人般浪漫的“想象力”。

陳東升現在還清楚地記得十多年前的一天，



Recollections of the May 18, 1993 events would always bring the creator of China Guardian Auctions Co., Ltd. Chen Dongsheng to a mood of excitement and happiness. For him, everything presents itself before his eyes as if it occurred just yesterday, although more than 3000 days and nights have elapsed. He can't remember how many times he has been asked questions like "Why do you choose to create the Guardian?" in his interviews with reporters. But he always responds with great enthusiasm.

### FOR THE SAKE OF A VAGUE IDEAL

Some say Chen Dongsheng would probably become quite a good poet if he did not learn economy and make himself an entrepreneur. Indeed, an overview of the detailed occurrences that year today after the elapse of a decade shows that the idea he hit upon creating China Guardian can by no means be generalized by the word "avant-garde." To a large extent, it contains the romantic imaginative power characteristic of a poet.

Chen Dongsheng can still clearly remember one day a decade or more ago, when CCTV news reported an international news item on auctioning Van Gogh's masterpiece "Sunflowers". It was reported that at an auction held by Christie's Auction House in London, a work by the Impressionist painter Van Gogh was auctioned off at a world-staggering price of 24.75 million pound.

Sensational impulse began to stimulate Chen's enthusiasm ceaselessly. The blue-eyed foreigners, the mysterious auction gavels, the



- ① 陳東升董事長兼總經理主持嘉德成立酒會
- ② 長城飯店外景
- ③ 長城飯店407室
- ④ 長城飯店303室外景
- ⑤ 左起：張德勤（國家文物局局長）、徐志堅（國務院副秘書長）、孫尚清（國務院發展研究中心主任）、馬洪（著名經濟學家）
- ⑥ 孫尚清
- ⑦ 徐文伯（文化部副部長）
- ⑧ 張德勤

中央電視臺“新聞聯播”中關於拍賣梵高作品《向日葵》的一條國際新聞。該報道稱：在英國倫敦克裏斯蒂拍賣行的拍賣會上，印象派大師梵高的《向日葵》拍出天價，以2,475萬英鎊成交，引起了世界轟動。

感性的衝動開始不停地刺激着陳東升。藍眼睛的洋人、神秘的拍賣槌、優雅的手勢、精美的中國古董、令人矚目的價格……。陳東升自問：洋人行，我們行嗎？

在感性的衝動之余，陳東升仔細讀着武漢大學校友李剛推薦的一篇文章中關於中國呼喚“索斯比”的內容，開始了理性的思考和分析。

此時的陳東升正就職于在北京頗有影響的《管理世界》雜誌社。這個隸屬於國務院發展研究中心的雜誌社還擁有一個響亮的牌子——“中國企業評價協會”。陳東升任雜誌社常務副總編兼協會的常務副秘書長。

盡管在武漢大學經濟系讀書期間，“思想不安分”的陳東升熱情參加過文理交叉的多學科討論會的諸多活動，但此時他所掌握的文物知識和對藝術的了解却絕對不能算是強項，但出于經濟



- ① Board Chairman and President Chen Dongsheng presides the cocktail party for the foundation of China Guardian
- ② Outside scenery of the Great Wall Sheraton Hotel
- ③ Room 407, the Great Wall Sheraton Hotel
- ④ Outside scenery of Room 303, the Great Wall Sheraton Hotel
- ⑤ From left: Zhang Deqin (director of State Cultural Relics Bureau), Xu Zhijian (deputy chief secretary of the State Council), Sun Shangqing (director of the State Council Development Research Center) and Ma Hong (famous economist)
- ⑥ Sun Shangqing
- ⑦ Xu Wenbo (deputy minister of the Ministry of Culture)
- ⑧ Zhang Deqin

gentle and elegant gestures, the exquisite Chinese antique curios, and the striking prices --- Chen was questioning himself: "Foreigners can succeed. Can we?"

After the sensational impulse, Chen read carefully an article recommended by his Wuhan University alumnus Li Gang which appealing for China's Sotheby's and began to think and analyze rationally.

At that time Chen was working in the office of a magazine quite influential in Beijing -- *The Management World*. The magazine office was affiliated to the Development Study Center under the State Council and had a resounding brand name China Enterprise Evaluation Association. Chen was promoted to the position of executive deputy-editor-in-chief of the magazine and concurrently the executive deputy-secretary general of the association.

It was true that during his study in the Wuhan University Department of Economics Chen, never reconciled to his proper role mentally, took part in many cross-liberal arts and science faculty activities. But at that time, his knowledge about cultural relics and his understanding about arts







學研究者的敏感，理性的思考使陳東升隱隱約約看到了一個模糊的潛在市場，發現了一個藝術與經濟的新連接點！

毫不誇張

地說，九十年代初在中國大陸了解文物藝術品拍賣為何物者，真可謂鳳毛麟角，而真正敢於嘗試在大陸興辦文物藝術品拍賣公司的投資者就更是難覓難尋。憑着一份當時精心準備的可行性研究報告，憑着大家對於陳東升成功舉辦“中國500家企業評價”活動和“中國工業40年成就展”的信任，創立嘉德的步驟開始了實質性的進展。

陳東升常說，要永遠記住那些支持嘉德出生和成長的人。翻閱嘉德的歷史檔案，我們可見時任文化部常務副部長高占祥、部長助理高運甲、國家文物局局長張德勤對於創辦嘉德的有力推動，看到了當時任文化部市場司司長靳靜等有關司局領導的關心和幫助。我們還從公司誕生的諸多環節中，看到了徐志堅、陳清泰、陳全生、侯林等許多政府綜合部門管理者的熱情支持，看到了當時國家文物局和北京市文物局許多司局、處室負責人的專業指導。是他們的前瞻與開明，促成了嘉德的誕生，嘉德的歷史簿上，應當永遠留下這些支持改革創新者的名字。

could by no means be counted as his forte. But out of his sensitivity as an economist researcher, rational thinking drove Chen to gain a dim sight of the looming market and enabled him to find a new link between arts and economy.

It can be said without exaggeration that in the early 1990s few people in the Chinese mainland knew anything about auctioning cultural relics and artistic works. As for investors ready to try on investing in running cultural relics & artistic works auction firms, it was all the more difficult to find any. A feasibility study report was meticulously prepared. But Chen enjoyed a good reputation for successfully sponsoring the China top 500 enterprises evaluation event and China's exhibition on four decades of its industrial achievements. With these, substantial progress was made in boosting the creation of China Guardian.

Chen Dongsheng says that we must always remember those who supported China Guardian in its birth and growth. Thumbing over the historical archives of China Guardian, we can see the vigorous promotion efforts of Gao Zhanxiang, Executive Vice Minister of Culture, Gao Yunjia, Assistant Minister of Culture and Zhang Deqin, chief of the State Cultural Relics Bureau at the time. We could also realize the concern and help from Jin Jing, chief of the Market Department of the Ministry of Culture at the time and other leaders from relevant ministries and departments. From the many links in the very birth of China Guardian, we can also see the enthusiastic support from Xu Zhijian, Chen Qingtai, Chen Quansheng, Hou Lin and many other officials of general departments of the

government. We can also trace the professional guidance from many divisional and sectional chiefs of the State Cultural Relics Bureau and Beijing Municipal Cultural Relics Bureau. It was their prospective views and enlightenment that promoted the birth of China Guardian. The history book on the birth of China Guardian should always retain their names as supporters of the reform and creation.



- ① 陳東升主持嘉德首屆董事會
- ② 嘉德首屆董事會
- ③ 左起：張德勤、徐志堅、李運之(解放軍總政治部秘書長)、孫尚清、馬洪、徐文伯、王夢奎(國務院研究室副主任)、徐鵬航(國務院經貿辦副主任)出席嘉德成立酒會

- ① *Chen Dongsheng presides the first board of directors*
- ② *The first board of directors*
- ③ *From left: Zhang Deqin, Xu Zhijian, Li Yunzhi (Secretary-general of the general office political department of the PLA), Sun Shangqing, Ma Hong, Xu Wenbo, Wang Mengkui (deputy director of the State Council research office) and Xu Penghang (deputy director of the State Council economy and trade office) attend the cocktail party for the foundation of China Guardian*



## “嘉德”和“GUARDIAN”

即便是拍賣圈內的資深人士，猛然見到“中國國際文化珍品拍賣有限公司”這個名稱，恐怕一時都難以反應出“他是誰？”其實，這就是當年嘉德公司的第一個註冊候選名稱。

在陳東升的一篇回憶文字中，除了感謝上述政府部門管理者之外，他還曾特別提及為嘉德創立做出特別貢獻的嘉德第一梯隊：王雁南、甘學軍、寇勤、高園、趙宜明、曹麗……他們的加盟，不僅增強了陳東升挑戰全新市場風險的信心，也基本完成了未來嘉德公司中、高級管理層的人員結構。

陳東升第一個要感謝的王雁南畢業於廣州外國語學院，所學專業是英語，後赴美研讀飯店管理。回國後任長城飯店副總經理，主管客戶服務。與陳東升開放而外向的性格相比，王雁南則顯得溫和而內斂。業內評價，前者是一種登高而呼、大開大合的拓荒者，後者是一種孜孜不倦、細心周

## JIADE AND GUARDIAN

It would be difficult even for senior auction insiders to react to the sudden appearance of the name China International Cultural Treasure Auction Co., Ltd. As a matter of fact, this is none other than the first registered alternative name of China Guardian Auctions Co., Ltd.

In an article of recollections, Chen Dongsheng expressed thanks to the officials of the government departments mentioned above. He also made special mention of the first echelon detachment who made special contributions to the creation of China Guardian: Wang Yannan, Gan Xuejun, Kou Qin, Gao Yuan, Zhao Yiming, Cao Li, etc. Their participation not only strengthened Chen's confidence in challenging the brand-new market risks, but also helped basically complete the intermediate and senior management personnel structure.

The first one Chen wanted to thank was Wang Yannan, She graduated from Guangzhou Foreign Languages Institute, majoring in English. She later





到的管理者。從最初嘉德公司名稱的演變中，就可以形象地看出陳東升、王雁南兩人之間的互補。

當時的情形是，在企業登記註冊諮詢過程中，工商部門提出，根據新的要求，公司名稱不宜沿襲從前千篇一律統稱“中國國際……公司”的舊習，必須為新公司確定一個“字號”。為此大家攬盡腦汁，大費思量。

據回憶，最初擬訂上報的公司註冊名稱為“中國國際文化珍品拍賣有限公司”，其英文譯名縮寫為“CATA”。依其讀音，“卡塔”、“佳達”、“佳德”……。陳東升靈機一動：“好！就叫佳德！既朗朗上口，又取中介機構必備良好道德操守之意。”

晚上回到家中，陳東升向家人一番宣揚后，夫人陸昂建議：“嘉德”比“佳德”更好。陳東升聞之有理，欣然採納。至此，一個後來成為海內外著名品牌的“嘉德”字號就這樣誕生了！

中文名稱確定后，英文譯名怎麼辦？王雁南不願意搞成簡單的漢語拼音“JIADE”模式，希望這個名稱能夠符合外國人的語言習慣。“嘉

went to the United States for hotel management postgraduate studies. After her return to China, she served as vice general manager of the Great Wall Sheraton Hotel to take charge of customer service. Compared with Chen Dongsheng, who was open and outspoken in character, Wang Yannan appeared milder and more prudent. Insiders made an assessment to the effect that while the former was an explorer advancing vigorously forward and appealing at the top of his voice, the latter was a manager working tirelessly and meticulously. From the initial evolution of China Guardian Company, we could graphically realize the complementary character of the bilateral ties.

The situation prevailing at the time was that in the process of enterprise registration consultation, industrial and commercial departments stated that according to new requirements, companies should refrain from taking the monotonous name of "China International --- Co." as was the case in the past. It was imperative for the new company to define a symbolic word. For this sake, all racked their brains to find one.



- ① 嘉德創立簽字儀式
- ② 陳東升
- ③ 靳鴻恩
- ④ 黃泰剛
- ⑤ 趙義奎
- ⑥ 張明華
- ⑦ 杜越新
- ⑧ 中誠信代表
- ⑨ 鄒鴻恩
- ⑩ 柯用珍
- ⑪ 王文彬
- ⑫ 深圳一洲代表
- ⑬ 歐陽德平
- ⑭ 李秋波
- ⑮ 嘉德創立大會股東簽署協議紀念筆

- ① *The signing ceremony of the foundation of China Guardian*
- ② *Chen Dongsheng*
- ③ *Jin Hong'en*
- ④ *Huang Taigang*
- ⑤ *Zhao Yikui*
- ⑥ *Zhang Minghua*
- ⑦ *Du Yuexin*
- ⑧ *Representative of China Chengxin Securities Rating Co., Ltd.*
- ⑨ *Wu Hong'en*
- ⑩ *Ke Yongzhen*
- ⑪ *Wang wenbin*
- ⑫ *Representative of Shen Zhen Yi Zhou*
- ⑬ *Ou Yang Deping*
- ⑭ *Li Qiubo*
- ⑮ *The memorial pen used by the shareholders on the foundation conference of China Guardian*



德”、“嘉德”……，尋着中文的讀音，在征詢海外朋友的意見后，王雁南認可了“Guardian”這個英文單詞，它既與中文“嘉德”的讀音接近，又有“保護”之意！

“中國嘉德”、“China Guardian”，兩個響亮的名字，真可謂“天作之合”！

### 嘉德，在綠草坪上誕生

在嘉德董事趙義奎的辦公室，我們發現了一支深紅色的鋼筆，筆身上刻有一行纖細的文字：“中國嘉德國際文化珍品拍賣有限公司成立紀念。1993年5月18日。”趙先生告訴我們，這是當年他代表嘉德股東之一的中國國際旅行社總社，與股東們共同簽署投資創辦嘉德公司協議時大家簽字用的紀念筆。他非常珍惜，收藏至今。

“理想”是動力，“創意”是生命，“實踐”則

It was recalled that "China International Cultural & Artistic Treasure Auction Co., Ltd." was the initial name planned for registration. CATA, the abbreviated English name, reads as Kata, Jiada and Jade phonetically. Hereupon, Chen hit upon a witty idea: "Fine! Let's call it Jiade! This is resounding in pronunciation and the Chinese term implies the fine virtue that is indispensable to an intermediary organ."

After popularizing Jiade for some time at home in the evening, his wife Lu Ang suggested that "Jiade" (嘉德) was better than "Jiade" (佳德). Chen accepted with pleasure as he found it reasonable. With this, the world famous brand name Jiade was born.

With the Chinese name set, what was to be done in connection with the English version. Wang Yannan was unwilling to adopt the oversimplified pattern of Chinese phonetics Jiade, hoping to make the name suitable to foreign language habits. Jiade, Jiade ---, following the Chinese pronunciation and soliciting opinions from friends overseas, Wang approved the English word Guardian, which was close to the pronunciation of the Chinese term Jiade, but also implied "protection"!

What a good natural and resounding name, Jiade in Chinese and China Guardian in English!





是將上述二者變為現實的保障。在嘉德創辦之初，沒有一個股東單位曾經投資過拍賣業，也沒有一位董事是熟悉拍賣的專家。但是，嘉德首批股東單位的掌舵者們，具備敏感而長遠的目光，資本的力量在此時發揮了重要的“催生”作用。

據當時兼管公司財務的曹麗回憶，嘉德最快收到的股東投資款是建設銀行廣州分行匯來的180萬元人民幣。這是當時嘉德賬戶裏的第一筆進項。接到銀行通知時，大家一陣歡呼雀躍。

在嘉德經營管理層的印象中，嘉德各位股東的形象是溫和的，充滿着理解、鼓勵和幫助，很少有在股東會或董事會上出現唇槍舌劍、風雲變幻的狀況。聽到的總是細心的分析和中肯的建議。一位嘉德資深董事分析，首先是嘉德發展業績使之然，其次也與股東們之間相對和諧的企業文化素養有關。



## JIJADE BORN ON THE GREEN LAWN

In the office of China Guardian Board member Zhao Yikui, we discovered a deep red pen carved with a line of refined characters: "In commemoration of the inauguration of China Guardian International Cultural Treasure Auction Co., Ltd., May 18, 1993." Mr. Zhao told us that this was the commemorative pen with which he signed on behalf of the China International Travel Agency Head Office as a stockowner of China Guardian on the common agreement of investment. He highly treasured the pen and stored it until now.

The ideal was the motive force; creative idea, the lifeline; and practice, the guarantee for the translation of the two into reality. When China Guardian was first set up, never had any of the stockowner units invested in the auction industry, nor had any of the Board members been an expert in that area. But the first batch of the steering stockowner units was sensitive and long-sighted enough and the force of capital played the important catalytic role at that juncture.

According to the recollections of Cao Li, the then concurrent financial manager of the company, the first stockowner investment was RMB 1.8 million paid in by the China Construction Bank Guangzhou Branch. This was the first entry account in the account book of China Guardian. Upon receiving the bank's notice, all burst into overwhelming cheers and enjoyment.

In the impressions of the China Guardian management, the stockowners were all gentle and mild, full of understanding, giving encouragement and help. Few if any of the stockowner

- ①徐志堅、王金魯(北京市文物局局長,左)
- ②劉福麟(中國外運集團總經理)、盧奮燕(中國國際旅行社總社總經理,右)
- ③楊永善(中央工藝美術學院副院長,左)、常莎娜(中央工藝美術學院院長)
- ④嘉德成立酒會后員工合影
- ⑤嘉德成立酒會現場
- ⑥陸宇澄(北京市副市長,右一)、徐鵬航(國務院經貿辦副主任,右三)
- ⑦馬自樹(國家文物局副局長,右三)、詹建俊(右一)、靳尚誼(右二)
- ⑧何海霞書贈嘉德



- ①Xu Zhijian and Wang Jinlu (director of Beijing Municipal Cultural Relics Bureau, left)
- ②Liu Fulin (President of China National Foreign Trade Transportation Group Corp.) and Lu Fenyan (president of China International Travel Service Head Office, right)
- ③Yang Yongshan (deputy dean of the Central Academy of Arts & Design, left), Chang Sha'na (dean of the Central Academy of Arts & Design)
- ④The group photo of all staff after the cocktail party
- ⑤The scene of the cocktail party for the foundation of China Guardian
- ⑥Lu Yucheng (deputy mayor of Beijing, first from right) and Xu Penghang (deputy director of the State Council economy and trade office, third from right)
- ⑦Ma Zishu (deputy director of State Cultural Relics Bureau, third from right), Zhan Jianjun (first from right) and Jin Shangyi (second from right)
- ⑧He Haixia presents her books to China Guardian

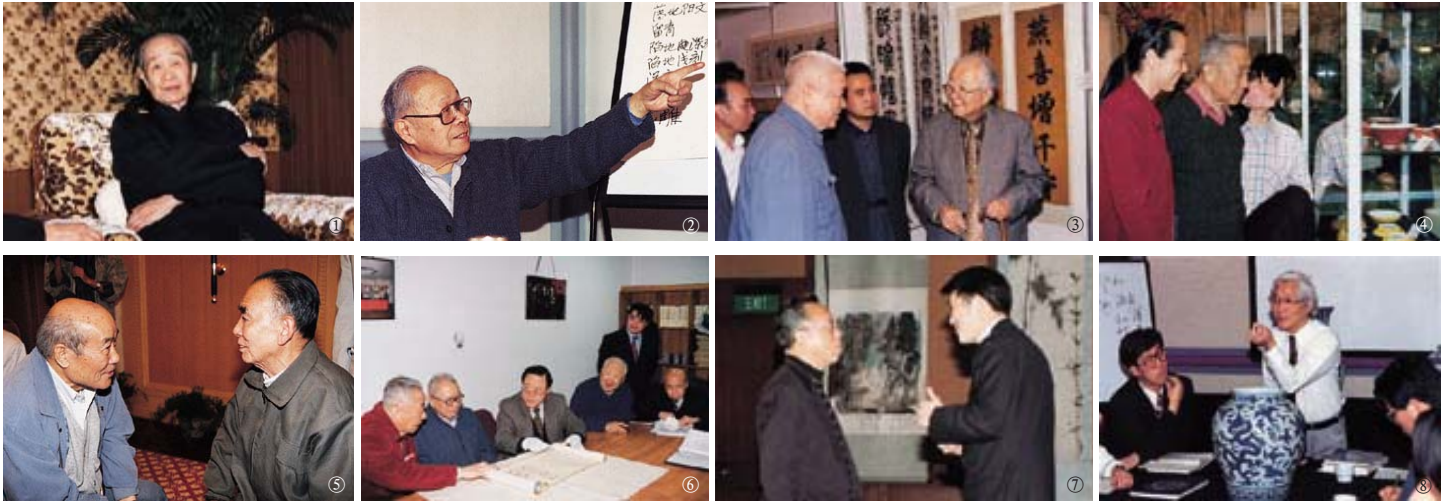
or Board meetings were quarrelsome or shrouded with unhappy changes. What was heard was invariably careful analyses and to the point proposals. A senior Guardian Board member attributed this first of all to the successes of China Guardian, and secondly to the enterprise culture quality characterized by relative harmony among stockowners.

We should record the names of the first batch of stockowner units and the first Board members. Without their initial all out support and their accompaniment all along, the pattern of the Chinese cultural relics and artistic works auction market would have been otherwise nowadays.

The first batch of sponsoring stockowner units was the following:

China Enterprise Evaluation Association,  
 China Foreign Trade Transportation Corporation,  
 China Construction Bank Guangzhou Branch,  
 China Chengxin Securities Rating Co., Ltd.,  
 China Artifacts Import and Export Corporation,  
 China International Travel Service Headquarters,  
 China Pacific Insurance Co.,  
 Beijing City Construction Development Group Co.,  
 Shenzhen Yizhou Industrial Co., Ltd.,  
 Great Wall Sheraton Hotel (Beijing Golden Great Wall Industrial Co., Ltd.),  
 China Traditional Painting Academy and  
 Guangzhou Municipal Huayi Advertising Co., Ltd.  
 The first Board Chairman and General Manager was Chen Dongsheng. The vice chairpersons of the Board were Jin Hong'en, Huang Taigang, Mao Zhenhua, and Board members were Pan Qichang, Zhao Yikui, Wang Wenbin, Wu Hong'en, Zhang Minghua, Zhuang Yongjing, Du Yuexin, Li Qiubo and Ouyang Deping.





我們應當在此記錄下嘉德首批股東單位及首任董事的名字，沒有他們當初的鼎力支持和一路同行，如今中國文物藝術品拍賣市場的格局或許又是另外一個模樣。

嘉德首批發起股東單位是：中國企業評價協會、中國對外貿易運輸總公司、建設銀行廣州分行、中國誠信證券評估有限公司、中國工藝品進出口總公司、中國國際旅行社總社、中國太平洋保險公司、北京城市建設開發集團公司、深圳一洲實業有限公司、長城飯店(北京金長城實業有限公司)、中國畫研究院、廣州市華藝廣告有限公司。

嘉德首任董事長兼總經理：陳東升，副董事長：靳鴻恩、黃泰剛、毛振華，董事：潘其昌、趙義奎、王文彬、鄔鴻恩、張明華、莊永競、杜越新、李秋波、歐陽德平。



The inauguration party was unique. It was held on the lawn of the Great Wall Sheraton Hotel's East Garden on the evening of May 18, 1993. Many details of the event ten years ago could be vague by now. But if you interview any of the clients on their personal experience in that unforgettable scene, they would invariably tell you their feeling as if it occurred just yesterday and they still cherish fresh memory about it.

Chen Dongsheng often tells others that he has so far experienced three most exciting occasions: the first was the birth of his son and the other two were connected with China Guardian, one being the inauguration of the company.

Opening the old album of photos, the inauguration ceremony was alive with a heated atmosphere indeed, with a full house of elite friends. Among those present extending warm congratulations were Xu Zhijian, the then Vice Secretary General of the State Council; Sun Shangqing, Director of the Development Research Center under the State Council; famous economist Ma Hong; Wang Mengkui, Vice Director of the State Council Research Office; Xu Penghang, Vice Director of the State Council Economic and Trade Office; Lu Yucheng, Vice

- ① Xu Bangda
- ② Wang Shixiang
- ③ Shi Shuqing and Qi Gong
- ④ Zhu Jiajin (middle)
- ⑤ Liu Jiu'an and Shu Gengchun
- ⑥ From left: Zhu Jiajin, Wang Shixiang, Shan Guolin, Qi Gong and Yang Xin
- ⑦ Ma Chengyuan (left) on the Preview
- ⑧ Wang Qingzheng (middle) on the porcelain lecture
- ⑨ Qi Baishi SYMBOL OF LONGEVITY Price: RMB 1,012,000
- ⑩ Qi Baishi HOUSE WITH BANANA TREES Price: RMB 2,970,000

嘉德公司的成立酒會非常別致，于1993年5月18日晚在長城飯店東花園的大草坪上舉行。十年前的許多細節雖然已經模糊，但訪問起親身經歷過當時那難忘一幕的嘉德當事人，他們都有一種恍如昨日、記憶猶新的感覺。



陳東升常對人說，迄今為止他人人生最激動的时刻有三：一是得子為人父，另外兩項則都與嘉德有關。嘉德成立為其一。

翻開老照片，當年嘉德成立時真是高朋滿座、氣氛熱烈。時任國務院副秘書長的徐志堅、國務院發展研究中心主任孫尚清、著名經濟學家馬洪、國務院研究室副主任王夢奎、國務院經濟貿易辦公室副主任徐鵬航、北京市副市長陸宇澄、文化部副部長徐文伯、國家文物局局長張德勤、解放軍總政治部秘書長李運之、北京市文物局局長王金魯等等，都欣然出席、熱烈祝賀。來自海內外文物界、美術界、收藏界和企業界的各方人士，也紛紛親臨捧場。

現在看來，一個全國性的公司開業，賓客滿堂并不新鮮。但在當時，這是一個世人都感到陌生的拍賣企業的降生，各路人馬的熱情光臨，除了顯示嘉德高層淵源深厚而廣泛的人脈關係之外，還有一個重要的信號，那就是大家期待着新生的嘉德，推動和革新尚感沉悶的中國文物藝術品市場。

十年后的今天，嘉德人可以告慰那些曾經給

- ① 徐邦達
- ② 王世襄
- ③ 史樹青與啓功
- ④ 朱家溍(中)
- ⑤ 劉九庵與蘇庚春
- ⑥ 左起：朱家溍、王世襄、單國霖、啓功、楊新
- ⑦ 馬承源(左)參觀預展
- ⑧ 汪慶正(中)瓷器講座
- ⑨ 齊白石 長壽 成交價：RMB 1,012,000
- ⑩ 齊白石 蕉屋 成交價：RMB 2,970,000







Mayor of Beijing; Xu Wenbo, Vice Minister of culture; Zhang Deqin, Director of State Cultural Relics Bureau; Li Yunzhi, Secretary-general of the General Office of the PLA General Political Department, and Wang Jinlu, Director of the Beijing Municipal Cultural Relics Bureau. Personages of the cultural relics, fine arts, collectors and enterprise circles all flocked in to extend personal congratulations.

予他們厚望的長者和智者們，嘉德沒有辜負大家的期待，從生機勃勃的綠草坪上蹣跚起步，嘉德已經頑強地站起來了，正一步步走向新的高峰。

### 理論先行 專家至上

嘉德成立後舉行的第一個重要活動，就是在長城飯店青蓮廳舉行的“培育和規範中國藝術市場研討會”。陳東升和他的管理班子目的很明確，希望藉此獲得業內及其相關專家、學者在理論和信心上的認可與支持。從厚厚的會議記錄來看，當時與會人士的代表性很強，有文物鑒定專家和傳統文物流通領域的行家，既有美術教育界、批評界的權威，也有相關政府管理部門的官員。

terprise circles all flocked in to extend personal congratulations.

Viewed from now, it was nothing strange to have a full house of guests attending the opening ceremony of a national company. But at that time, this was the birth of an auction enterprise foreign to all people. The enthusiastic presence of figures from all circles gave an important signal that the general public expected the newborn China Guardian to push the renovation of the dull Chinese market of cultural relics and artistic works, apart from demonstrating the profound and extensive human interrelationships among the China Guardian elite.

After the elapse of a decade, China Guardian can comfort the seniors and wise that have



- ①張宗憲(前排右二)訪問嘉德
- ②嘉德藝術市場研討會
- ③宋林(國家國有資產管理局副司長,左)、陳興寶(文化部市場局處長)
- ④金維諾(中央美院教授)
- ⑤薛永年(中央美院教授)
- ⑥尹吉南(中央美院教授,左)、李久芳(故宮博物院研究館員)
- ⑦栗憲庭(美術評論家,左)、易英(中央美院副教授)
- ⑧秦公(北京市文物公司總經理)
- ⑨章津才(北京市文物局鑒定所專家)
- ⑩殷雙喜(美術評論家)

從1993年6月6日印發的第一期《嘉德簡報》上，我們看到了那些頗有見地的前瞻性言論，特摘錄如下：

陳興寶(時任文化部市場局美術處處長)：鑒于目前國內藝術品市場不規範，需要組建一個國家隊；經濟領域和金融行業合作參與投資文化藝術市場，是一個很好的嘗試；嘉德公司在發育成長過程中，規範的任務很重。發展藝術品市場，沒有法規不行，不通過一定規模的經營機構的操作實踐來啟動市場、培育市場，也不行；我們自己的經濟力量雄厚了，中國藝術品的價值會起來，發展前景廣闊，為期不會太遠。

秦公(時任北京市文物公司總經理)：前幾年，香港的主要市場在“蘇富比”和“佳士得”，拍賣事業發展了，香港又增加了“協聯”、“永誠”等公司拍賣藝術品。但是從去年下半年到現在，總的情況不是很好，特別是書畫。分析原因，一是國際經濟形勢不好，港澳臺都一樣；二是收藏家的胃口越來越高，光是“真”不行，還要“精”；三是拍賣公司多了，資源減少和分散，達不到收

- ①Robert Chang (second from right in front row) visits China Guardian
- ②China Guardian art market seminar
- ③Song Lin (deputy director of State Property Management Bureau, left) and Chen Xingbao (director of Marketing Department of the Ministry of Culture)
- ④Jin Wennuo (professor of the Central Institute of Fine Arts)
- ⑤Xue Yongnian (professor of the Central Institute of Fine Arts)
- ⑥Yin Ji'nan (professor of Central Institute of Fine Arts), Li Jiufang (expert of Imperial Palace Museum)
- ⑦Li Xianting (art critic, left) and Yi Ying (associate professor of the Central Institute of Fine Arts)
- ⑧Qin Gong (president of Beijing Cultural Relics Company)
- ⑨Zhang Jincai (expert of identification of Beijing Cultural Relics Bureau)
- ⑩Yin Shuangxi (art critic)

cherished great hopes on them that the company does justify their expectations. Kicked off in every difficult step from the vigorous green lawn, it has stood up stubbornly and is now scaling a new peak step by step.

### THEORY FIRST, EXPERTISE FIRST

The first important activity held after the inauguration of China Guardian was the seminar on nurturing and standardizing the Chinese art market that took pace in the Green Lily Hall of the Great Wall Sheraton Hotel. The sub-purpose of Chen Dongsheng and his management group was very clear. Through the seminar they hoped to win the approval and support of for the insiders and related experts and scholars for their theory and confidence. From the thick seminar records we can see a very strong representative character of the participants. They embraced cultural relic certification experts as well as specialists in the exchange areas of traditional cultural relics. They included not only authorities in fine art education and critic circles, but also





- ① 文化部副部長高占祥視察嘉德
- ② 嘉德第一份公司簡介
- ③ 第一期《嘉德通訊》
- ④ 陳逸飛 山地風 成交價:RMB 2,860,000

- ① Deputy minister of the Ministry of Culture Gao Zhanxiang inspects China Guardian
- ② The first company introduction of China Guardian
- ③ The first issue of China Guardian Newsletter
- ④ Chen Yifei WIND OF MOUNTAIN VILLAGE Price: RMB 2,860,000



藏家所需要的質量；四是“流水錢”制作的偽品大量出現，給收藏家造成心理恐懼。

章津才(時任北京市文物局鑒定組組長): 成立拍賣公司進行藝術品流通是正確的, 是發展的必然趨勢; 拍賣一定要高品位。要想價位高, 必須品位高; 國內的專家鑒定力量雄厚, 征集市場大; 當前地下藝術品流通量不小, 能不能將其吸引到拍賣市場上來, 讓其充分實現價值。為此, 政策法規必須與市場導向相結合。

殷雙喜(美術評論家): 嘉德成立令人愉快, 由中國人拍賣自己的文化珍品是一個歷史性的轉變。由于臺灣和香港的拍賣, 當代油畫市場開始轉熱, 應當予以關注。

栗憲庭(美術評論家): 西方藝術市場是多年

officials from related government departments.

From the first issue of *China Guardian Bulletin* printed and distributed on June 6, 1993, we can see some highly perspective comments. Hereby we record the following remarks:

Chen Xingbao (then Director of Fine Arts Division of Marketing Department of the Ministry of Culture): It is necessary to set up a national team in view of the irregular domestic artistic works market. It is a good attempt to draw the economic and financial sectors into the investment in the cultural and artistic market. China Guardian will face a heavy job to standardize itself in the course of its nurturing and maturing. It won't do to develop the market without regulations. It won't do either to launch or nurture the market without setting up a sizable operational management organ. Once we have a strong economic powerhouse, the values of Chinese artistic works will rise and it won't take a long time before we enjoy a far and wide perspective of development.

Qin Gong (then president of Beijing Cultural Relics Company): Years back, the main market of Hong Kong was in Sotheby's and Christie's. With the auction career flourished, "Associated Fine Arts", "Wing Shing Auctions", etc. were added to the list of companies in Hong Kong auctioning artistic works. But from the second half of last year up to the present, the general situation was not very good, especially in terms of calligraphy and painting. If we make an analysis of the reasons why, we shall find they are, firstly, the gloomy international economic situation. This was all the same for Hong Kong, Macao and Taiwan. Secondly, the collectors have an increasingly higher appetite. They want not only real, but also elite artistic works. Thirdly, with the increase of auction firms, the resources are getting less and becoming more scattered, failing to meet the quality demand of the collectors. Fourthly, with the emergence of false works produced in streamline en masse, the collectors are hit by psychological fears.

Zhang Jincai (then Identification Group leader of Beijing Municipal Cultural Relics



來藝術批評界、藝術史界和藝術商共同創造的。藝術的評價標準應該掌握在藝術家、批評家、美術史家共同創造的文化裏，希望嘉德公司能夠扭轉目前當代藝術品拍賣中的“商人口味”。

易英（時任中央美術學院副教授）：目前，國外當代藝術品處在萎縮狀態，反而是一百年前的作品好銷。美國曼哈頓等許多畫廊倒閉，大家對於當代藝術品不敢投資。

金維諾（時任中央美術學院教授）：我有一個建議，大家的目光不要限于國內的文物向外拍賣，因為國家有一些政策的限制，超過一點年代就不可能拍賣。目前國際市場上主要是陶瓷的價值比較高，其它一些中國文物國外懂行、肯出價的人并不多，並沒有達到它應有的價格。所以，我們要考慮運用國內的力量，回收一些。同時，希望藝術家、批評家和拍賣公司能夠加強協作。

薛永年（時任中央美術學院教授）：美術史的研究和美術評論會影響藝術品的價格，應當注重對美術史及其有關作品的研究。如何培養收藏家，是拍賣公司的長遠利益。應當成立鑒賞家與收藏家聯誼會，提高大家的眼力和檔次；拍賣公司也要培養自己的鑒定家、批評家，建立長遠的公司信譽。將來拍賣機構多了，也有競爭問題，需

Bureau): It is correct to set up an auction firm to carry out artistic works exchanges. This is the inevitable trend of development. Auctions must be of high quality. To obtain high prices, auction articles must be of high quality. With strong domestic expertise, there will be a large collection market. There is no small volume of artistic works exchange underground at present. Policies and regulations must be combined with market guidance in order to attract the transactions into the auction market and fully realize their values.

Yin Shuangxi (art critic): The creation of China Guardian is exhilarating. It is a historic transition for the Chinese to auction their cultural treasures. Due to the auctions in Taiwan and Hong Kong, the market of contemporary oil paintings is beginning to flourish. We follow the development with interest.

Li Xianting (art critic): Western art markets are the common creation of art critics, art historians and art business people over the years. Art evaluation standards should be placed in the cultures created with the common efforts of artists, art critics and art historians. I hope that China Guardian will reverse the present tinge of business people in the auctions of contemporary artistic works.

Yi Ying (then an associate professor of the

