

# The New York Times

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## An '80s Warhol Brings \$30 Million at Art Basel

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BASEL, Switzerland — An Andy Warhol self-portrait priced at more than \$30 million led the rush of early sales at the V.I.P. preview of Art Basel, the world's pre-eminent fair devoted to modern and contemporary art. The 45th edition of this event, held at a time when auction prices of contemporary art are booming, features hundreds of international galleries.

The New York-based Skarstedt Gallery found an unnamed private American buyer for a large 1986 Warhol “fright wig” silkscreen painting, as wealthy collectors, including the hedge fund manager Steven A. Cohen and the London-based jeweler Laurence Graff, browsed the fair, looking for desirable works by the art market's key investment-grade names.

This year the fair freshened its image with “14 Rooms,” an exhibition of performance pieces by artists such as Marina Abramovic and Yoko Ono. But most of the buying was focused on the traditional medium of painting. Among the other prominent early sales at the packed exhibition hall in the city's Messeplatz were a 1997 Gerhard Richter abstract, offered by the New York dealer Dominique Levy at \$6 million; and “WS, Dior,” a 2014 collage- and oil-on-canvas by Paul McCarthy, marked at \$950,000 at the booth of Hauser & Wirth.

“People save their best things for Art Basel,” said the New York-based exhibitor Matthew Marks, “and works sell fast at the beginning.”

The fair, which last year attracted 70,000 visitors, runs through Saturday.