



拓意識和嚴格的遵紀守法觀念。梁為民這位嘉德自己培養起來的攝影師告訴我們，嘉德是一個“值得永遠回報的母校”。隨和而樂觀的馬文蕾認為，嘉德成功的因素很多，輕鬆而單純的合作氣氛當列其中。

財務部的陳益鋒、曲萍、叢培壯、王文偉則對嘉德的客戶們充滿着敬意。他們認為，嘉德公司之所以能够快速實現買賣雙方的資金收付，嘉德客戶的高度信譽，起到了決定性的作用。

駐外機構既是“千里眼”和“順風耳”，又是“宣傳隊”和“播種機”。嘉德天津辦事處的于淑英、彭向陽，上海辦事處的何冶純、陶臻平、張依依，香港辦事處的李聖生，他們有着一個共同的體會：嘉德十年，服務當先。

辦公室主任孫國明被大家譽為嘉德的“大總管”。他將公司行政后勤保障工作的所有成績，都歸結于平凡崗位上的每一顆“螺絲釘”。他認為，無論是計算機信息方面的能手楊勇，還是文秘方面的細心人陳俠、程玉潔、韓雪蓮，無論是忙忙碌碌的庫房保管員傅敏、王化、張文生、阮志彤，還是事無巨細的駕駛員張景來、蒲洪奇、王紅慶，包括編外的“不管部部長”陳麗生阿姨，他們都是支撐“嘉德大廈”不可或缺的“秦磚漢瓦”。



showed their full respects to Guardian's clients. They held that the high creditability of China Guardian's clients has played a critical role in the company's highly efficient fund collection and payment for buyers and sellers.

Local and overseas offices not only offer China Guardian "clairvoyance" and "clairaudient", they are also its "propaganda teams" and "seeding-machines". Yu Shuying, Peng Xiangyang from Tianjin Office, Richard He, Tao Zhenping, Zhang Yiyi from Shanghai Office and Sam Lee from Hong Kong Office share a common feeling: service always comes first in the 10 years of China Guardian.

Office Director Sun Guoming has been regarded as China Guardian's "Master Manager". He attributed all the achievements in China Guardian's





競爭立足創新 協同共謀發展

嘉德的成功，帶動了國內文物藝術品拍賣行業的高速發展。1993年嘉德成立之初，國內僅有一兩家文物藝術品專業拍賣機構，經過將近十年的起落和淘汰，國內目前較具規模的主營或兼營文物藝術品拍賣企業已經達到數十家。據有關方面2002年統計，全國該類拍賣年成交總額已經達到十多億元人民幣。

在拍賣企業風起的1998年前后，每到拍賣季節，協調拍賣時間與場次都是國內同業間的一個重大課題。嘉德憑借什麼站穩潮頭、立足不敗？

翻開琳琅滿目的嘉德拍賣圖錄，我們從中找到了直觀的答案——

1994年春，嘉德首推“中國油畫”拍賣專場；1994年秋，嘉德首推“古籍善本”和“扇畫”拍賣專場；1995年春，嘉德首推“珠寶首飾”拍賣專場，增設“雕塑”拍賣項目；1995年秋，嘉德



administrative, logistical and clerical work to each "screw" in its ordinary position. He held that everyone, from Yang Yong, a master hand in the field of computer information, to Chen Xia, Cherry Cheng and Han Xuelian, meticulous secretaries, to Fu Min and Wang Hua, busy storekeepers, to Zhang Jinglai, Pu Hongqi and Wang Hongqing, all-attentive drivers, to even Aunt Chen Lisheng, an off-the-official payroll "Minister Without A Portfolio", is an indispensable part supporting the "China Guardian Mansion".

COMPETITION THROUGH INNOVATION AND DEVELOPMENT THROUGH COOPERATION

The success of China Guardian has brought along the rapid development of the domestic industry

- ①②③④⑤⑥⑦⑧ 歷次拍賣會現場
- ⑨ 為“世界郵展”嘉德舉行郵品錢幣拍賣專場
- ⑩ 春秋經傳 成交價：RMB 1,760,000
- ⑪ 第一版人民幣六十枚全套 估價：RMB 320,000-420,000
- ⑫ 關良 秋江 成交價：RMB 253,000

- ①②③④⑤⑥⑦⑧ The scenes of previous auctions
- ⑨ China Guardian hold Stamps and Coins auction for the World Philatelic Exhibition
- ⑩ CHUN QIU JING ZHUAN Price: RMB 1,760,000
- ⑪ PEOPLE'S REPUBLIC, 1ST PRINT, COMPLETE SET IN EXCELLENT CONDITION Estimate: RMB 320,000-420,000
- ⑫ Guan Liang THE RIVER IN AUTUMN Price: RMB 253,000



首推自海外大宗回流“楊永德藏齊白石書畫”和“清山水房藏明清家具”拍賣專場；1996年春，嘉德首推“郵品”拍賣專場；1996年秋，嘉德首推“鼻烟壺”拍賣專場；1997年春，嘉德增設“錢幣”拍賣項目；1997年秋，嘉德首推“1949—1979新中國美術”專場；1998年秋，嘉德單設“中國古代書畫”拍賣專場；1999年秋，嘉德首推“中國美術百年”專題拍賣專場

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一位著名收藏家在與嘉德交往多年后說過兩句頗為精彩的話：“勞而無獲是可能的，但不勞而獲是萬萬不可能的。”的確，分析嘉德十年發展的軌迹我們不難看出，善于思考、勤于探索、敢于創新、勇于進取，是其能够在激烈的市場競爭中立于不敗之地的最大法寶。



of cultural relics and works of art auction. At the beginning of China Guardian's establishment in 1993, there were only one or two auction houses of relics and works of art. Through nearly ten years' rise and fall and replacement, the number of enterprises of considerable scale majored or participating in auction of cultural relics and works of art has reached several dozen. According to relevant statistics of 2002, the nationwide annual transaction volume in this field has reached over RMB 1 billion.

Around 1998 when auction enterprises emerged one after another, coordination on auction date and place during the auction season became an important issue among the domestic auction enterprises. How could China Guardian distinguish itself from its peers and remain unchallenged?

We got the answer after turning over the China Guardian's auction catalogs full of superb collection of fine articles---

In spring 1994, China Guardian first introduced special auction for "Chinese Oil Paintings"; In autumn 1994, China Guardian first introduced special auction for "Rare Books" and "Fan Paintings"; In spring 1995, China Guardian first



- ① ② 歷次拍賣會現場
- ③ 首場拍賣電腦工作臺
- ④ 拍賣場上的“一家三口”
- ⑤ 中國嘉德'95之春音樂會
- ⑥ 齊彩奇石回歸拍賣會
- ⑦ 王翬 唐人詩意圖 成交價：RMB 7,500,000
- ⑧ 吳冠中 群虎 成交價：RMB 770,000

- ① ② *The scenes of previous auctions*
- ③ *The computer worktable on the first auction*
- ④ *A family on the auction*
- ⑤ *China Guardian 95 ' Spring Concert*
- ⑥ *SPECIAL AUCTION FOR STRANGE STONES RETURN FROM ABROAD*
- ⑦ *Wang Hui PAINTING INSPIRED BY TANG POEMS*
Price: RMB 7,500,000
- ⑧ *Wu Guanzhong TIGERS* Price: RMB 770,000



introduced special auction for "Bijouterie" and added auction items of "Sculpture"; In autumn 1995, China Guardian first introduced special auction for large quantity of Qi Baishi Paintings and Calligraphy (returned from overseas) Collected by Yang Yongde and Ming & Qing Dynasty Furniture Collected by Qingshui Shanfang (former residence of Mr. Li Hanxiang, a well-known movie director); In spring 1996, China Guardian first introduced special auction for "Stamps and Covers"; In autumn 1996, China Guardian first introduced special auction for "Snuff Bottle"; In spring 1997, China Guardian added auction items of "Banknotes and Coins"; In autumn 1997, China Guardian first introduced special auction for "New China Fine Art 1949-1979"; In autumn 1998, China Guardian separately introduced special auction for "Chinese Classical Paintings and Calligraphy"; In autumn 1999, China Guardian first introduced special-topic auction of "Century-Old Chinese Fine Art"

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After many years' affiliation with China Guardian, a renowned collector made a remarkable remark,

中國拍賣行業協會會長張延華盛贊嘉德“是中國拍賣行業發展的見證和標志”。她指出：“我們贊賞嘉德的企業機制，它是國內最先成立的跨行業、跨地區、多種經濟成分和所有制形式相互融合的股份制拍賣企業。我們欣賞嘉德清新健康的工作作風，他們獨特的團隊精神、有效的市場開拓能力、無私的行業共榮意識，不僅贏得了行



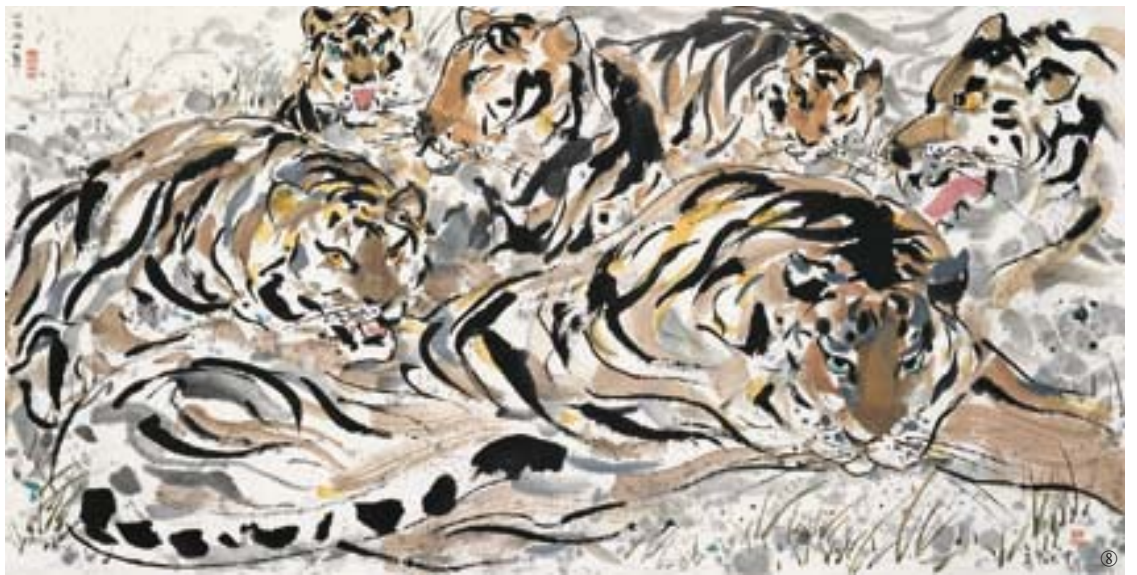


業內外的稱道，也獲得了政府部門的肯定”。

在商言商，嘉德遵從良性競爭規則。共謀發展，嘉德也注重推廣雙贏精神。在維護行業合法權益、倡導行業規範自律、爭取行業生存環境、優化行業整體素質諸多方面，嘉德熱心參與，傾力協作。十年間，全國拍賣行業同仁給予了嘉德諸多的鼓勵和信賴，陳東升當選中國拍賣行業協會副會長，王雁南當選中國拍賣行業協會文化藝術品拍賣專業委員會主任，寇勤當選中國拍賣行業協會副秘書長、北京拍賣行業協會副會長。2000年，嘉德被共青團中央和國內貿易局授予全國拍

"Pain without gain is possible, but gain without pain is absolutely impossible." Indeed, in analyzing the development of China Guardian over the past decade, we will have no difficulty in concluding that the most powerful talisman of China Guardian to excel in the intense market competition is, being good at thinking, assiduous in questing, innovative and enterprising.

Zhang Yanhua, President of China Auction Industry Association, highly praised China Guardian as "the witness to and symbol of the development of the auction industry in China." She pointed out, "We think highly of the corporate mechanism of China Guardian, the



① 高德明

②③④⑤⑥⑦⑧ 拍賣場上的委託競投席

⑨ 李可染 五牛圖 成交價: RMB 275,000

⑩ 傅抱石 七君子圖 成交價: RMB 660,000

⑪ 清中期 黃玉留皮獸 成交價: RMB 176,000

① Gao Deming

②③④⑤⑥⑦⑧ The seats of absent bidder on the auction

⑨ Li Keran FIVE OXENS Price: RMB 275,000

⑩ Fu Baoshi SEVEN WORTHIES Price: RMB 660,000

⑪ A VERY RARE AND FINE CARVED DOG Middle Qing Dynasty Price: RMB 176,000



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earliest domestic cross-industry, cross-region shareholding auction enterprise integrating multiple economic elements and multiple forms of ownership. We appreciate the fresh and healthy work style of China Guardian. Its unique team work, effective marketing ability and selfless industrial awareness of co-prosperity not only win praises from people inside and outside the industry but are also recognized by the government authorities".

Since auction is a business, China Guardian follows the business rules of fair competition and advocates win-win spirit in seeking development. China Guardian also takes an active part in safeguarding the lawful rights and interests of the industry, advocating industrial self-discipline, striving for industrial living environment and optimizing overall industrial quality. Over the past ten years, the colleagues in the auction industry across the



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nation bestow much encouragement and trust on China Guardian. Chen Dongsheng was elected Vice President of China Auction Industry Association, Wang Yannan was elected Director of Cultural and Fine Art Articles Auction Commission under China Auction Industry Association, and Kou Qin was elected Deputy Secretary General of China Auction Industry Association and Vice President of Beijing Auction Industry Association. In 2000, China Guardian was awarded by Central Committee of Chinese Communist Youth League and the Domestic Trade Bureau with the only title in the Chinese auction industry of "Youth Model" enterprise and was among the first group of recognized AAA enterprise, the highest qualification in the auction industry in China.

EXPECTING RE-PLAY OF ODE TO JOY

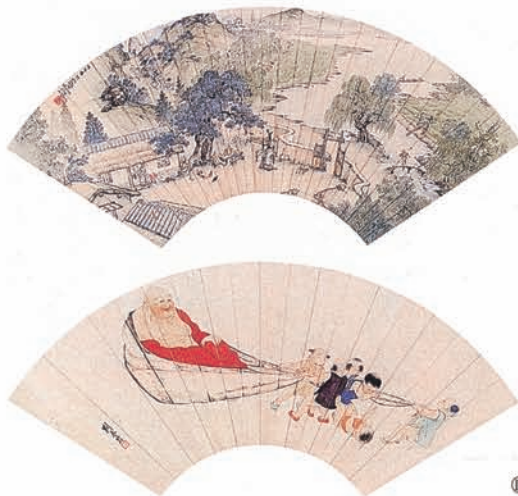
In terms of brand, China Guardian has development from a nobody to an internationally known brand in the auction industry. In terms of size, China Guardian has gradually set up a basic development framework with Beijing as the mainstay, with Shanghai, Tianjin and Hong Kong Offices as extensions and with Guangzhou



賣業內唯一的“青年文明號”企業，并首批獲得中國拍賣“AAA”級企業最高資質。

期待《歡樂頌》再次響起

從無到有，嘉德已經成為拍賣業內一個國際化的知名品牌。從小到大，嘉德逐漸建立以北京為主體，以上海、天津、香港辦事處為輻射點，以“廣州嘉德”和“嘉德在綫”為兩翼的基本發展構架。從弱到強，嘉德十周年前夕，2002年公司各項拍賣總成交額已經取得兩億六千多萬元人民



- ① 鄧林與陳東升
- ② 陳琦偉與陳東升
- ③ 陳文濤與郭學廣
- ④ 拍賣現場
- ⑤ 預展現場
- ⑥ 上海嘉德俱樂部畫廊
- ⑦ 高園拜訪油畫收藏家
- ⑧ 王梓木參觀預展
- ⑨ 左起：陸昂、李燕、陳東升、寇勤
- ⑩ 菲律賓收藏家（中）訪問嘉德
- ⑪⑫ 嘉德祝賀國際鼻烟壺大會在京舉行
- ⑬ 李明發（中）出席拍賣會
- ⑭ 預展現場
- ⑮ 水天中主持當代藝術鑒賞講座
- ⑯ 高園與林明哲
- ⑰ 劉奎齡 太平樂業 成交價：RMB 198,000
- ⑱ 呂斯百 天竺 成交價：RMB 143,000
- ⑲ 丘堤 上海蒲園 成交價：RMB 242,000
- ⑳ 何大橋 騎着的女人體 成交價：RMB 121,000

- ① Deng Lin and Chen Dongsheng
- ② Chen Qiwei and Chen Dongsheng
- ③ Chen Wentao and Guo Xueguang
- ④ The scene of auction
- ⑤ The scene of preview
- ⑥ The club gallery of China Guardian Shanghai Office
- ⑦ Gao Yuan calls on the collector of oil paintings
- ⑧ Wang Zimu on the preview
- ⑨ From left: Lu Ang, Li Yan, Chen Dongsheng and Kou Qin
- ⑩ The collector from Philippines (middle) visits China Guardian
- ⑪⑫ China Guardian celebrate for The International Snuff Bottles Meeting in Beijing
- ⑬ Kurniawan Halim (middle) on the auction
- ⑭ The scene of preview
- ⑮ Shui Tianzhong presides modern arts appreciation lecture
- ⑯ Gao Yuan and Lin Ming-Che
- ⑰ Liu Kuiling PEACEFUL AND HAPPY LIFE
Price: RMB 198,000
- ⑱ Lu Sibai PELARGONIUM HORTORUM Price: RMB 143,000
- ⑲ Qiu Di PUYUAN GARDEN, SHANGHAI Price: RMB 242,000
- ⑳ He Daqiao NUDE Price: RMB 121,000



Guardian and Guardian Online as the two wings. And in terms of strength, upon the eve of its tenth anniversary, China Guardian had achieved a transaction volume of over RMB 260 million in 2002, the historical high of China Guardian and the highest among its peer auction enterprises in China. China Guardian has formed a corporate culture with great affinity and has fostered a professional team spirit through ten years' hard work and collaboration.

Some people say the corporate logo of China Guardian is a regular and stable quadrangle, and the elegant calligraphy and inverse English words embody dual pursuit of tradition culture and modern spirit. There are also some people saying that the flaming corporate logo of China Guardian is filled with appeal and devotion. There are even people saying that the corporateloگو is a dynamic banner indicating that China Guardian will forever lead in the procession.

① 預展現場

② 張宗憲(中)、陳德曦(右)在拍賣現場

③ 高圓與金董建平

④ 左起:王雁南、黃君實、傅二石、鄧仕勛、曾國和

⑤ 吳盈璋夫婦(右)參觀預展

⑥ 陳丹青 西藏組畫之一 成交價: RMB 77,000

⑦ 何多苓 今夕何年 成交價: RMB 418,000

⑧ 羅中立 巴山夜語 成交價: RMB 418,000

⑨ 齊白石 暮霧歸帆圖 成交價: RMB 880,000

① The scene of preview

② Robert Chang (middle) and Chan Tak Hei(right) on the auction

③ Gao Yuan and Alice King

④ From left: Wang Yannan, Kwan S. Wong, Fu Ershi, Shi Fan Tang and Chan Kok Hua

⑤ Mr. & Mrs. Wu Yingzhang (right) on the preview

⑥ Chen Danqing TIBETAN SERIES (ONE) Price: RMB 77,000

⑦ He Duoling WHAT DAY IS TODAY Price: RMB 418,000

⑧ Luo Zhongli MIDNIGHT TALK IN THE MOUNTAINS Price: RMB 418,000

⑨ Qi Baishi SAILING BACK AT DUSK Price: RMB 880,000



In the China Guardian Spring concert in 1995 in commemoration of the second anniversary of China Guardian, we listened respectfully to the grand and magnificent Symphony No. 9 of Beethoven. Eight years has passed, and we are looking forward to the re-sounding of the exciting Ode to Joy on the 10th anniversary celebration of China Guardian.



幣的歷史最好成績，位居全國同類拍賣企業首席。十年磨礪，嘉德形成了充滿親和力的企業文化。同舟共濟，嘉德培育了富于職業化的團隊精神。

有人說，嘉德的公司標志是一個規則而穩



定的四方形，其中飄逸的書法和反白的英文隱喻着對傳統文化和現代精神的雙重追求。也有人說，嘉德的公司

標志火紅而熱烈，充滿着感染力和獻身精神。更有人說，嘉德的公司標志是充滿動感的一面旗幟，預示着嘉德將永遠走在隊伍的前列。

1995年，在紀念嘉德公司成立兩周年的“嘉德之春”音樂會上，我們曾聽到過氣勢恢宏的貝多芬第九交響曲。八年過去了，我們期待着那令人激情澎湃的《歡樂頌》在嘉德十年的慶典上再次響起……





- ① 嘉德第一個辦公地點——北京長城飯店
- ②③ 嘉德第二個辦公地點——北京賽特大廈
- ④⑤ 嘉德第三個辦公地點——北京恒基中心
- ⑥ 1995嘉德之春音樂會
- ⑦ 嘉德員工培訓
- ⑧ 嘉德足球隊
- ⑨ 嘉德員工新年聯歡會
- ⑩ 嘉德第二代
- ⑪ 陳奕倫畫贈陳東升——“祝賀爸爸拍賣成功”
- ⑫ 嘉德員工在交河故城

- ① *The first office of China Guardian --- The Great Wall Sheraton Hotel Beijing*
- ②③ *The second office of China Guardian --- Scitech Tower Beijing*
- ④⑤ *The third office of China Guardian --- Henderson Center Beijing*
- ⑥ *China Guardian 1995 Spring Concert*
- ⑦ *The training for staff of China Guardian*
- ⑧ *The football team of China Guardian*
- ⑨ *The New Year party of China Guardian staff*
- ⑩ *The second generation of China Guardian*
- ⑪ *Chen Yilun present the painting to Chen Dongsheng --- Congratulation for Dad's Successful Auction*
- ⑫ *China Guardian staff in Old City of Jiaohe*

