

PICTURE THIS: FROM €10,000 TO €1.3M, WHAT TO BUY AT PARIS PHOTO

Prices for photography tend to be lower than standard art market price ranges
but Richard Avedon's famous Warhol image has a seven-figure price tag

By Gareth Harris – November 9, 2018



Price points in the photography market tend to be significantly lower, and pegged at a more affordable level, than contemporary art market price ranges. The majority of the 168 galleries participating at the 22nd edition of the Paris Photo fair, held at the Grand Palais (until 11 November), are selling works costing less than €100,000 (though there are exceptions). “The sweet spot at this fair seems to be the €10,000 to €50,000 tranche,” says a New York-based dealer who preferred to remain anonymous.

New York's Steven Kasher gallery is bringing the under-the-radar work of the US photographer Joan Lyons, aged 81, to the attention of collectors and connoisseurs. “Lyons is an early feminist photographer. People are interested now in marginal identities and perspectives,” Kasher says. This 1969 silkscreen, *Bedspring*, priced at \$90,000 is at the top end of works available; Lyons' lithographs, entitled *Untitled* (from the *Presences Portfolio*) (1980) cost \$7,000 each.