

Roland Auctions NY

Press Release New York

For Immediate Release August 9th, 2016

The Tekserve Collection Auction August 23rd at 11 am EST sharp

Highlights On View At 119 West 23rd Street, NYC

August 20th and August 22nd

(New York, NY) - Roland Auctions NY is proud to announce **The Tekserve Collection Auction** to be held on Tuesday, August 23rd, commencing at 11 am EST sharp. This nearly 500 lot auction celebrates the legacy of a nationally acclaimed and unique New York City institution. After almost 30 years on West 23rd Street, Tekserve is closing its retail store. Apple computer aficionados, technology collectors, and dedicated patrons alike will vie for some familiar (and many never before seen) items from the iconic store's permanent collection. The catalogue (available online at www.rolandauctions.com) offers a far-reaching array of twentieth century technology and high precision equipment. A short list of merchandise to be sold includes: early Apple and NeXT computers, vintage radios, cameras, microphones, telephones, typewriters, televisions, video, and test equipment. Among the highlights: the famous Tekserve five cent Coca-Cola machine, original "Think Different" posters, antique advertising signs, a Jens Risom executive desk, mid-century modern lighting, architectural elements, Uhuru Design work tables constructed from repurposed Coney Island boardwalk planks, a pair of chic glass doors from the Las Vegas Sands Hotel [demolished in 1996], Tekserve's larger-than-life blue robot [a mainstay of many trade shows including Mac World], the renowned Tekserve Mac Museum and much more!

For many in the New York area Tekserve is the original Apple store. Begun in 1987, the nascent company provided support to a handful of early Mac enthusiasts and grew into the nation's largest independent Apple reseller and service provider. For three decades, this one-of-a-kind emporium on West 23rd Street has equipped and maintained the tools that New York's designers, writers, photographers, filmmakers, musicians, actors, and architects use to explore the creative process.

While Apple Computer, Inc., and later Apple, Inc., encouraged users to “Think Different,” Tekserve was a point of contact that nurtured the community and created the culture. When the first Macintosh computer debuted, founders Dick Demenus and David Lerner, were immediately drawn to this “friendly” device with a revolutionary intuitive interface. The Mac quickly became an indispensable tool for them, but when one broke down the price at the authorized repair center was shocking. They learned to fix it themselves, for half the going price, and Tekserve was born. After the business became successful enough to move out of his loft, Dick set to work making his business a home away from home. His overflowing collections of vintage radios, cameras, typewriters, microphones, and other items too numerous to mention, imbued Tekserve with its distinctive appearance and helped make it a unique destination that is visually appealing and intellectually engaging all at once.

The ever growing collection of objects that have occupied the company’s various public and private spaces over the years are a testament to Dick Demenus’ constant curiosity. For him, each one is a link in a chain leading up to the Macintosh computer, which he considers a singular amalgam of the mechanical, technological, and fine arts.

Roland Auctions NY is honored and delighted to represent Tekserve for this truly once in a lifetime event.

Nationwide and international online real-time bidding opportunities are provided via www.liveauctioneers.com. In anticipation of Tuesday’s sale, **Tekserve will be open to the general public for preview on Saturday, August 20th from 11 am until 6 pm and Monday, August 22nd from 9 am until 6 pm.**

Although Tekserve is closing its doors later this month, we hope you will help make Tuesday, August 23rd, a busy day at the store. This outstanding sale can be viewed online at www.rolandauctions.com.

ROLAND AUCTIONS NY
80 EAST 11TH STREET
NEW YORK, NEW YORK 10003
(212) 260-2000
WWW.ROLANDAUCTIONS.COM

AUCTION:
TUESDAY, August 23rd, 2016 AT 11:00 AM EST
At TEKSERVE, 119 West 23rd Street, NYC

EXHIBITION:
SATURDAY, August 20th, 2016 11:00 AM - 6:00 PM EST
MONDAY, August 22nd, 2016 9:00 AM - 6:00 PM EST

For exclusive interviews or images please contact:

Special Projects Manager Will Roland at (212) 260-2000, will@rolandauctions.com

Background:

Roland Auctions NY is the Greenwich Village auction gallery owned and operated by Bill and Robert Roland. Proud to announce its fifth year, Roland's team of specialists brings a combined century of appraisal skills to all consignments, from individual items to large estates nationwide. Roland Auctions NY was the exclusive auction gallery for the estates of Broadway producer and writer Arthur Laurents, Palm Beach philanthropist and socialite Dame Celia Lipton Farris, folk-artist/outsider metal sculptor Charles Lamb, Leon Fischer's important collection of James Ensor Paintings, and Dr. Alan York's Presidential Campaign, Numismatic and Paper Money Collections.