

For Immediate Release  
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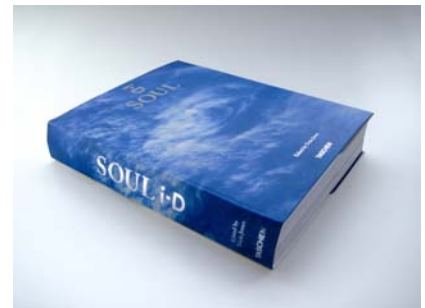
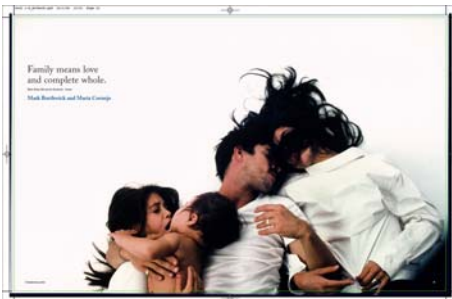
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**PIONEERING “SOUL i-D” EXHIBITION TO TOUR TO  
CHRISTIE’S ROCKEFELLER CENTER**

**Photographs, personal insights and wisdom from artists and designers of our time**



**New York, July 2009**

In collaboration with i-D Magazine, Christie's is delighted to announce that it will host a pioneering exhibition in New York, supported by Gucci, celebrating the recent publication of a 600-page book entitled SOUL i-D. From July 16 to July 30 2009, Christie's New York will showcase the final leg of a three year international exhibition tour, unveiling the highlights of this highly laudable visual anthology in the United States.

Displayed in the Christie's galleries in Rockefeller Center, this thought-provoking exhibition will encompass a vivid display of photography, anecdotes, personal experiences, advice and wisdom as featured in SOUL i-D. This best-selling book presents insights and contributions from some of the most creative names in contemporary fashion, music, art and design including Ron Arad, Giorgio Armani, Bono, Neville Brody, Olafur Eliasson, Tracey Emin, David LaChapelle, Chris Martin, Alexander McQueen and Yoko Ono. The brainchild of Terry and Tricia Jones, founders of i-D magazine, this innovative exhibition will be assembled in the form of a suspended eye at the centre of the gallery, proffering a window into the heart and soul of modern society.

This ground-breaking exhibition is traveling internationally over the course of three years. Its worldwide tour began in Europe at the Galerie Azzedine Alaïa in Paris in November 2008 following its return to native British soil at Christie's South Kensington in March, it then traveled to Milan during Salone Internazionale del Mobile, and it will now cross the Atlantic to New York where it will be displayed for two weeks at Christie's galleries in the Rockefeller Center.

Amy Cappellazzo, International Co-Head for Post-War and Contemporary Art, Christie's, commented, "Christie's New York is thrilled to be working with i-D Magazine and Gucci on this innovative and thought-provoking exhibition, presenting photographs, personal insights and wisdom from contemporary artists and designers. We are proud to support such a unique project as a complement to our longstanding belief in the accessibility and approachability of all art that passes through the doors of Christie's."

Frida Giannini, Creative Director of Gucci, commented, "Soul i-D is uniquely able to inspire both creatively and through example. It truly touches the soul and that is why Gucci is proud to support the New York exhibition at Christie's."

Tricia Jones, Editor of SOUL i-D, commented, "Neither Terry nor I are particularly comfortable in the media spotlight, but over the years I have become increasingly aware of the extraordinary responsibility that being an independent voice within the publishing world carries. Unencumbered by financial suits and strategy gurus we have, within the constraints always of a limited budget, been free in a different way to explore ideas and beliefs that are important to both of us. As I have said to friends and collaborators many times, realising that hugely successful and serious companies choose us to carry their advertising campaigns because they feel that we can, in some way, influence the way someone buys a bag or a pair of shoes made me realise that this also allows us to "use" this influence to think about other things that affect all of our lives – if you like a slightly alternative view of an increasingly consumer-led contemporary society."

### **About Christie's**

Christie's, the world's leading art business had global auction and private sales in 2008 that totaled £2.8 billion/\$5.1 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 600 sales annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$80 million. Christie's has 70 offices in 30 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

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*Images available on request*

*Visit Christie's Web site at [www.christies.com](http://www.christies.com)*

### **Notes to Editors:**

#### **SOUL i-D**

Soul i-D is a 600-page visual anthology of ideas and images featuring the best of work collected over the past ten years from separate projects originally published independently by i-D. Looking at issues that affect modern day lives, from family values to global responsibility and personal lessons learned to inspirational survival stories, all of the best special projects are here offering a distinctive commentary on contemporary society with the mix of quirky irreverence that has been part of the i-D vocabulary since its launch in 1980.

#### **Chapters:**

**Family Future Positive** – a project that looks at who or what are our support systems in this first decade of the 21st century (biological family, work colleagues, friendship groups...)

**Beyond Price** – what are the things we have in our lives already that money can't buy (wish lists were not allowed!)

**Learn and Pass It On** – things we have learnt in our lives that we would like to pass on to other people.

**Safe+Sound** – inspirational stories of people who have come through difficult times in a positive way, personal experiences were also included.

For further details on SOUL i-D and reviews from all over the world, please visit:

[http://www.taschen.com/pages/en/catalogue/popculture/all/04432/facts.soul\\_i\\_d.htm](http://www.taschen.com/pages/en/catalogue/popculture/all/04432/facts.soul_i_d.htm)

#### **Exhibition Dates:**

Paris, Galerie Azzedine Alaïa, 18, rue de la Verrerie, 6th-30th November 2008

London, The Hanger Gallery, Christie's, 85 Old Brompton Road, 2nd-10th March 2009

Milan, Salone Internazionale del Mobile, 22nd-27th April 2009

New York, Gallery 6, Christie's, Rockefeller Center, 20 Rockefeller Plaza, 16th–30th July 2009