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THE ART PEOPLE

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Instant Andy

ANDY WARHOL@CHRISTIE'S
ONLINE-ONLY SALE
SOLD TO BENEFIT THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS



ANDY WARHOL (1928-1987)

Andy Warhol with Vintage Camera, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.6 cm.). Executed in 1971. Estimate: \$18,000-25,000

Bill Cunningham, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.9 cm.). Executed circa 1979. Estimate: \$3,000-5,000

Julian Schnabel, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.5 cm.). Executed in 1983. Estimate: \$4,000-6,000

The Witch, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.6 cm.). Executed in 1980. Estimate: \$5,000-7,000

Banana, unique Polaroid print, 3¾ x 4¼ in. (8.5 x 10.8 cm.). Executed in 1978. Estimate: \$3,000-5,000

Knives, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.5 cm.). Executed circa 1981. Estimate: \$4,000-6,000

Self-Portrait, unique Polaroid print, 4 3/8 x 3 1/2 in. (11.2 x 8.9 cm.). Executed in 1973. Estimate: \$25,000-35,000

Yves Saint Laurent, Paloma Picasso, and Thadee Klossowski, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.5 cm.). Executed circa 1977. Estimate: \$6,000-8,000

Pelé, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.5 cm.). Executed circa 1977. Estimate: \$7,000-10,000

Shoes, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.6 cm.). Executed circa 1980. Estimate: \$10,000-15,000

Grace Jones, unique Polaroid print, 4¼ x 3¾ in. (10.8 x 8.9 cm.). Executed circa 1984. Estimate: \$12,000-18,000

Sofa on Sidewalk, unique Polaroid print, 3¾ x 4¼ in. (8.5 x 10.8 cm.). Executed circa 1976. Estimate: \$3,000-5,000

New York - In celebration of *Andy Warhol: Polaroids* by TASCHEN, Christie's is hosting an online auction of Warhol's Polaroids, *Andy Warhol @ Christie's: Instant Andy*, from September 17-29. Before there was Instagram, there were Polaroid instant photographs. "A picture means I know where I was every minute. That's why I take pictures. It's a visual diary," the artist once said. Andy Warhol was a social animal and from 1958 until his death, the artist utilized the technology of this alluring instant camera to capture moments and people, parties and friends, an atmosphere or anything that could catch his eye or inspire him.

For ten days, collectors around the world will have the opportunity to log in and bid online for more than 120 Polaroid photographs with an estimated range from \$2,000 to \$25,000. All works will be on view in Christie's Rockefeller Center galleries from September 26-29 and by appointment for the duration of the sale.

"Christie's is delighted to partner with TASCHEN and bring its essential scholarly publication to life with our online auction of Polaroids coming directly from the collection of The Andy Warhol Foundation for the Visual Arts." **said Amelia Manderscheid, Head of eCommerce for Post-War & Contemporary Art at Christie's.**

"In some instances the Polaroids were a key component of Warhol's famous silkscreen paintings. He also used Polaroids to help with his commercial assignments, for example when he worked on his famous campaign for Absolut Vodka, and for private commissions of patrons. Warhol didn't want a clear demarcation between his personal life and his work or between high and low culture, and the Polaroid camera is a perfect tool for that blurring of boundaries. He would shoot an important collector in the day and in the evening he would be photographing nude male hustlers," **declared TASCHEN Editor Reuel Golden in an [interview](#).** *"From a technical point of view, the Polaroid was more clunky and expensive and, being film, had only a certain number of shots available to the user. I think that sense of each shot having to count gives a Polaroid image something momentous and beautiful. At the same time, a fascinating element of this is Andy's futurist use of the instant picture which in many ways anticipated the age of Instagram. The ways in which photography is used by Warhol to project a personal narrative or "brand" is really an early form of social media. It's Andy who invented the selfie! He wasn't afraid to shoot himself looking vulnerable, in drag, getting older, despondent. This is Andy at his most human and exposed, showing us how he really sees himself,"* **he added.** For more information on *Andy Warhol: Polaroids* by TASCHEN please visit www.taschen.com.



Sale Information

Online Viewing: <http://www.christies.com/warhol>

Viewing: September 17-29

Online Auction Homepage: <http://onlineonly.christies.com>

Bidding Opens: Thursday, September 17 at 12 p.m. (EST)

Bidding Closes: Tuesday, September 29 at 12 p.m. (EST)

Payment: By credit card only

All Andy Warhol Artworks © The Andy Warhol Foundation for the Visual Arts, Inc.

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About Christie's On-line

Since 2011, Christie's has been offering time-based on-line only auctions of fine art, jewelry, watches, fashion, decorative arts, photographs, and memorabilia. All property auctioned on-line is treated with the same high-touch dedicated cataloguing, inspection, and review as any property offered by Christie's. Many of these on-line auctions have attracted visitors from all over the world, with 180 different countries represented thus far. Online auctions typically last up to two weeks with incremental bidding and staggered end times for different lots. Potential winning bidders are shown an estimate of their all-in price that includes buyer's premium, taxes, and shipping costs. Once registered, bidders receive instant updates by email or phone when other bids exceed their own. All payment is by credit card, and bidding registration is open to all clients.

About The Andy Warhol Foundation for the Visual Arts

The Andy Warhol Foundation for the Visual Arts was established in 1987. In accordance with Andy Warhol's will, its mission is the advancement of the visual arts. The primary focus of the Foundation's grant-making activity has been to support the creation, presentation and documentation of contemporary visual arts, particularly

work that is experimental, under-recognized or challenging in nature. The program has been both pro-active in its approach to the field of cultural philanthropy and responsive to the changing needs of artists. A strong commitment to freedom of artistic expression continues to inform the Foundation's support of organizations that fight censorship, protect artists' rights and defend their access to evolving technologies in the digital age.

Through cooperative exhibitions, loans and permanent placement of work in museums nationwide, the Foundation has ensured that the many facets of Warhol's complex oeuvre are both widely accessible and properly cared for. In helping to establish the comprehensive collection and study center of The Andy Warhol Museum in Pittsburgh, the Foundation paved the way for new Warhol scholarship and curatorial innovation. The Foundation's sustained support and oversight of thoroughly researched, extensively illustrated catalogues raisonnés of Warhol's entire artistic output continues to expand the possibilities for scholarship about his work.

The Foundation has also used its ownership of the copyrights to Warhol images and trademarks to his name and signature as an opportunity to craft creative and responsible licensing policies that are both friendly to scholars and artists wishing to use Warhol images for educational and creative purposes and profitable to the Foundation when the images are used for commercial purposes. Revenues from licensing agreements add significantly to those earned through the continued sale of work from the Foundation's art collection, enabling the Foundation to build the endowment from which it makes cash grants to arts organizations around the country. Visit the Foundation's website at www.warholfoundation.org.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in the first half of 2015 that totalled £2.9 billion / \$4.5 billion. In 2014, Christie's had global auction and private sales that totalled £5.1 billion/\$8.4 billion, making it the highest annual total in Christie's history. 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 has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 450 auctions 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 \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery.

Christie's has a global presence with 54 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

About TASCHEN (not sure why this paragraph was written in the first person when the others above were not: "we..., etc.")

Founded as a small comic shop in Cologne, Germany in 1980, TASCHEN is today renowned around the world for publishing ambitious and accessible illustrated books on art, architecture, design, fashion, film, travel, pop culture, and sexy subjects.

Since its adventure began over 30 years ago, Taschen has always been committed to diversity, innovation, and excellence. Whatever the subject and whatever the price—from \$10 to \$10,000—Taschen strives to treat every topic with the same respect, and to produce, design, and package each of its books beautifully and uniquely.

TASCHEN-branded stores operate in twelve cities around the world, retailing the full range of TASCHEN publications. From its game-changing Basic Art Series to collector's editions such as the Annie Leibovitz SUMO and the authorized illustrated history of The Rolling Stones, Taschen aims to offer something for everyone in an eclectic, inclusive universe of lifelong cultural companions.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, third-party financing fees or application of buyer's or seller's credits.*

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Images available on request

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