

For Immediate Release

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Contact: Katherine Adler

212.636.2680

kadler@christies.com

CHRISTIE'S LAUNCHES A NEW STYLE CATALOGUE

Christie's House Sale to be Presented in a Magazine-Style Catalogue

New York- NY— Combine a glamorous, lifestyle magazine full of shopping and decorating ideas as well as tips and trends for collectors, with the specialized Christie's auction catalogue and the result is the new and stylish **Christie's Magalogue**.

In both New York and London, a new publishing initiative by Christie's is underway to inspire collectors and shoppers to take part in *The House Sale* at Christie's New York and in the *At Home Sale* at Christie's South Kensington.

Christie's Magalogue contains all the expert cataloguing associated with a Christie's auction yet will have exciting, additional editorial to inspire, enthuse and inform both new and established buyers at auction. The Magalogues will be edited by Meredith Etherington-Smith, the renowned writer and editor of *Christie's Magazine*.

The Magalogue is part of Christie's initiative to encourage people to shop at Christie's Rockefeller Center and experience the excitement and fun of auction. The first Magalogue debuts in New York for *The House Sale* on April 5 and 6, featuring *Property from Sunstone sold to benefit the Norman and Susan Ember Foundation*, a collection from the Ember house in Quogue, Long Island. The shingle-style beach house was created by celebrated architect Robert A.M. Stern and furnished by acclaimed interior decorator Albert Hadley.

Proceeds of the sale will benefit The Norman and Susan Ember Foundation, which supports lung and emphysema research.

Christie's House sales were launched in February 2002 to introduce to a new generation of collectors the ease, excitement and value of shopping and collecting at Christie's Rockefeller Center. Every month the House Sale offers paintings, drawings prints, furniture, rugs, silver, porcelain, and other unique and chic objects.

The Magalogue will be available for purchase three weeks prior to the auction and retails for \$15. Each Magalogue can also be viewed on our website at *www.christies.com*

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