

For Immediate Release

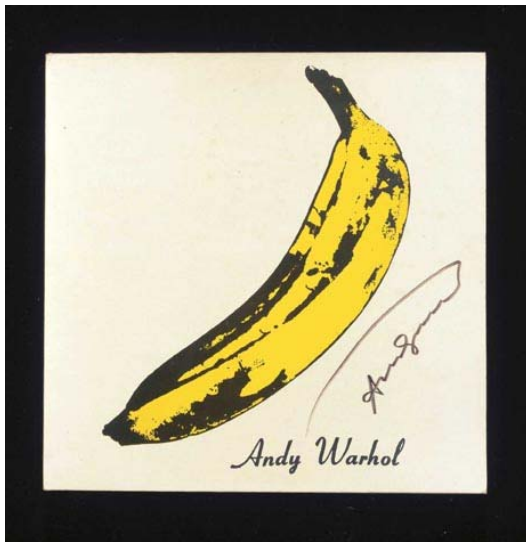
2 April 2004

Contact: **Rik Pike** 020.7752.3120 rpike@christies.com

**GROUND-BREAKING POP ART SALE TO BE HELD AT
CHRISTIE'S**

Pop Art 1954–1974

Wednesday 30 June 2004 at 2pm



The Velvet Underground & Nico, Verve Records, 1967

Signed by Andy Warhol

Estimate: £500–600

South Kensington – A major auction event for international collectors, Christie's is delighted to announce the first ever sale held by any auction house dedicated to Pop Art.

Pop Art 1954–1974, a balanced collaboration between several Christie's specialist departments, is a select 140-lot salute to the forty years since the height of the international Pop Art movement.

The International Pop movement, highly prevalent across Europe and America, was borne from an intuitively critical appraisal of the modern post-war world. Forty years after its

height, Christie's now considers that the aesthetic and intellectual concepts that defined Pop are now appropriate for auction review.

The creative yet frequently challenging stance of International Pop embraced all aspects of the fine and applied arts, and asserted many of the perspectives that define today's society.

Examining the interchange between high art and popular culture, this unique auction will present International Pop painting and sculpture, prints, graphics, photography, furniture and textile design, and will seek to establish auction interest that transcends the boundaries of medium.

Featured artists works in this ground-breaking auction include Andy Warhol, Roy Lichtenstein, David Bailey, David Hockney, Richard Hamilton, Peter Blake, Eduardo Paolozzi, Allen Jones, Joe Tilson, Max Clendinning, Peter Murdoch, Bernard Holdaway, Raymond Hains, Bernard Rancillac, Verner Panton and George Nelson.

###

Notes to Editors:

As an area of increasing interest to today's collectors, the Pop philosophy was recently explored by the comprehensive 2001 Centre Georges Pompidou exhibition, and is soon to be the subject of a major Tate Britain retrospective, This Was Tomorrow: Art and the Sixties, 30 June – 3 October 2004.

Strategically timed to follow our 24–25 June Post-War & Contemporary Art auction, the sale will also coincide with the Tate Britain retrospective.

Other current Pop-inspired London exhibitions include The Hayward Gallery's Roy Lichtenstein, 26 February – 16 May 2004, and the Design Museum's retrospective of Pop Architect pioneers, Archigram, opening on 3 April 2004.

###

*Images available on request
Visit Christie's at www.christies.com*