

For Immediate Release

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CHRISTIE'S ANNOUNCE A NEW GLOBAL SALES PLATFORM FOR OLD MASTERS AND 19TH CENTURY EUROPEAN ART

As part of the company's long-term strategy, and following the revised New York sales platform announced in January 2009, Christie's unveil a new international auction initiative.

From May 2009, Christie's international calendar will present auctions offering Old Master and British Pictures alongside 19th Century European Art, Old Master Drawings and early British Drawings and Watercolours. The newly launched department, *Old Masters and 19th Century Art*, will present traditional works of art to a modern audience of international collectors at sale sites around the world in a new category offering European art from *circa* 1300 to 1900.

This initiative will bring together the combined strengths of these specialist areas and create a category offering a series of auctions of Old Masters and 19th Century Art. The interests of both buyers and sellers will be served by presenting carefully curated catalogues and sale views of the highest standards, targeted at a far broader global audience at salerooms in London, New York, Paris, Amsterdam and Milan.

Richard Knight and Nicholas Hall, Joint International Directors of the Old Masters and 19th Century Art Department at Christie's: *"For several years, we have discussed the various benefits and limitations of traditional sales categories for classical art. In 2006 we took the initiative to offer Old Masters alongside Early British pictures and the success of this format saw J.M.W. Turner's 'Giudecca, La Donna della Salute and San Giorgio' sell for a world record \$35.9 million. As a further development of this long term strategy, and to release classical art from the constraints of the traditional categories, from May 2009 Christie's international calendar will present auctions offering Old Master and British Pictures alongside 19th Century European Art, Old Master Drawings and early British Drawings and Watercolours.*

This strategic change supports the significant levels of cross-over buying between these sale categories that have been seen at Christie's over the last decade; over 45% of the value of Old Master Drawings sales at Christie's King Street since 2000 has been purchased by buyers who have also purchased in Old Master Paintings sales in the same time period. Similarly, a quarter of the value of Old Master Paintings sales has been purchased by clients who also buy 19th Century paintings.

We look forward to the first major sale in July 2009 in London. Early highlights include 'The Preaching of Saint John the Baptist in the Wilderness' by Pieter Breughel II, three beautiful portraits in pencil by Jean-Auguste-Dominique Ingres, coming directly from the family of sitters, and Wilhelm Leibl's 'Girl in a Floral Hat', a very rare example of the artist's work from his short Parisian period, in the style of Édouard Manet."

The most important paintings, drawings and watercolours will be offered at flagship auctions of *Old Masters and 19th Century Art* which will take place in New York in January and at Evening sales in London in July and December. Christie's is now the only auction house to showcase the greatest works of traditional art from a six hundred year time period, 1300-1900, in a single sale. These sales will be complemented by Day sales in London and New York, and by regular dedicated auctions in the more regional markets of France, Italy, Holland and Christie's South Kensington. Christie's will offer Sporting, Scottish, and Irish Art within these consolidated international sales. This initiative will result in more potential sale dates and sale locations being on offer to our clients.

The first major auction to adopt this format will be the *Old Masters and 19th Century Art Evening Sale* on 7 July in London, with Part II on 8 July - following on from sales in May in Amsterdam and June in Paris. This new auction initiative will also coincide in London with the launch of **Master Paintings Week** (4-10 July), an event supported by the British Art Market Federation, where Bond Street and St James's become the focus of the international art market, attracting collectors from around the world.

The annual sales calendar of various-owner auctions in London and New York will be as follows:

January	<i>Old Masters and 19th Century Art Part I</i>	New York
January	<i>Old Masters and 19th Century Art Part II</i>	New York
April	<i>Old Masters and 19th Century Art</i>	London
June	<i>Old Masters and 19th Century Art</i>	New York
July	<i>Old Masters and 19th Century Art Evening Sale</i>	London
July	<i>Old Masters and 19th Century Art</i>	London
December	<i>Old Masters and 19th Century Art Evening Sale</i>	London
December	<i>Old Masters and 19th Century Art</i>	London

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Images available on request

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