

For Immediate Release

July 23, 2003

Contact: Margaret Doyle (Christie's) 212.636.2680

CHRISTIE'S TO SELL PLAYBOY AT 50: SELECTIONS FROM THE ARCHIVES

*Manuscripts, Artwork, Paintings, Photographs, Memorabilia Chronicle
50 Years of Playboy and American Pop Culture*

*Preview Exhibition at Christie's Rockefeller Center from July 23
through August 8 Kicks Off National Tour of Highlights*

New York – In conjunction with the 50th anniversary of Playboy magazine, Christie's will offer more than 300 items from the magazine's renowned archives on December 17 at Rockefeller Center. Playboy at 50: Selections from the Archives will showcase Playboy's groundbreaking style and unique contributions to American culture in the latter half of the 20th century through paintings, cartoons, celebrity and fashion photographs, original manuscripts, and memorabilia. The legendary Playboy collection exemplifies America's cultural evolution through the connections among fine arts, literature, music, and historical events, and it illustrates how revolutionary original content became a core part of the magazine and built the careers of many international writers and artists.

Manuscripts and Illustrations

Throughout its first 50 years, Playboy has featured a remarkable number of important literary contributions, and this historical legacy will be represented in the sale by some of the most significant examples from the archives in each area, from fiction, non-fiction, the Playboy Interview, Dear Playboy, and other related correspondence.

*The sale includes numerous original, corrected, typescripts by such important authors as Ian Fleming, James Baldwin, Nelson Algren, Ray Bradbury, Arthur C. Clarke, Kurt Vonnegut Jr., Jack Kerouac, Allen Ginsberg, and Alex Haley. An original, 33-page typed manuscript of Jack Kerouac's novelette *Before the Road* describes the early days of Dean Moriarty, the literary personification of Kerouac's friend Neal Cassady from the legendary *On the Road* (estimate: \$20,000–30,000). The manuscript features numerous corrections in Kerouac's hand and is signed at the end by the author. Ian Fleming's *On Her Majesty's Secret Service* was first published in *Playboy* in May and June of 1963. Included in the sale are the advance proofs of parts I through III of the first English edition, which are divided and marked with corrections and insertions by the author (estimate: \$18,000–24,000).*

*From its inception, Playboy has been recognized throughout the world for publishing groundbreaking interviews with the most famous, infamous, and admired figures from the worlds of entertainment, sports, politics, the arts, and literature. Playboy at 50 includes galley sheets – often heavily revised and signed by the interviewee – of dialogues with such notable figures as Ayn Rand, Salvador Dalí, Henry Miller, Vladimir Nabokov, Bertrand Russell, Jean-Paul Sartre, Muhammad Ali, the Beatles, and Bob Dylan. In addition, the sale includes many letters from the pages of *Dear Playboy* and other correspondence to Hugh Hefner himself from Woody Allen, Joan Crawford, Bobby Darin, Allen Ginsberg, Tippi Hedren, Robert Heinlein, Vladimir Nabokov, and Frank Sinatra.*

Hugh Hefner started out his career as a cartoonist and among the most exciting aspects of the Playboy collection is the large and important body of illustration art and cartoons, including memorable images by such renowned cartoonists as Shel Silverstein, Jack Cole, Eldon Dedini, Phil Interlandi, Erich Sokol, and Gahan Wilson. Also included are examples from Playboy's masterful "Little Annie Fanny" series by Kurtzman and Elder. Highlights include "Little Annie Fanny: James Bomb," from the December 1967 issue (estimate: \$20,000–30,000), and "Kennedy Jokes with Monroe," from the May 1963 issue (estimate: \$7,000–9,000). Mr. Hefner is represented in this section by "Man is She Stacked," a cartoon from the very first issue of Playboy (estimate: \$2,000–3,000).

Fine Art and Photographs

Playboy at 50 offers a selection of paintings and drawings from America's post-war period by LeRoy Neiman, Ed Pashke, Roger Brown, Patrick Nagel, and other artists who are instantly recognizable to Playboy readers and art collectors alike. The majority of the works were commissioned to illustrate articles and short stories in the magazine. Hugh Hefner and Art Director Art Paul gave the artists rare carte blanche to contribute their own interpretations of subjects, who were often famous musicians, professional athletes, entertainers, and political figures featured in the magazine.

Works by LeRoy Neiman, a prolific contributor to the magazine since its inception, include Bird (Charlie Parker), 1957 (estimate: \$10,000–15,000), Le Mans, 1969, (estimate: \$20,000–30,000), and other classic images from his ‘Man at His Leisure’ series. Additional Neiman highlights include selected original drawings from his recurring ‘Femlin’ series. The sale also will include works that previously adorned Playboy Clubs around the world.

Photography has played an essential role in the success and longevity of Playboy, due in part to Hugh Hefner’s visionary selection of artists. The Playboy photograph archive includes the works of some of the most recognized and celebrated contemporary and fashion photographers of our day, among them Helmut Newton, Herb Ritts, Brett Weston, and Lee Friedlander. While erotically charged, their photographs were tasteful and often revolutionary, and many grew to become icons of the period. Playboy at 50 includes a selection of more than 70 images, including celebrity portraits of Marilyn Monroe, Brigitte Bardot, Madonna, and others. Highlights include some of the magazine’s most well-known and frequently reproduced images, such as John Derek’s photograph of Bo Derek (estimate: \$5,000–7,000), which appeared on the March 1980 cover, and Herb Ritts’ shots of Cindy Crawford (July 1988) and Elle MacPherson (May 1994), ranging in estimate from \$2,000–3,000 to \$4,000–6,000. Images from Playboy magazine’s early years include Elizabeth Taylor as Cleopatra, pin-up shots of celebrities, and jazz musicians of the 1950s.

Memorabilia

The Bunny and the Bunny Costume are internationally known symbols, and among the memorabilia from Playboy’s first 50 years is an original Playboy Bunny Costume (estimate: \$4,000–6,000). Hugh Hefner’s own “Little Black Books,” two small address books from 1957 and 1958, include addresses and phone numbers for such notable early associates as Peter Arno, Richard Avedon, Oleg Cassini, LeRoy Neiman, Bert Stern, and Shel Silverstein (estimate: \$8,000–12,000 each).

CATALOGUE

Christie’s catalogue for Playboy at 50: Selections from the Archives will be available in October. The catalogue will serve as a historical chronology of Playboy’s contribution to American culture during the last half-century. A collector’s item itself, the specially designed and richly illustrated catalogue is available for \$45 plus applicable sales tax and shipping & handling and can be pre-ordered now or purchased in October by calling 800.395.6300, or via www.christies.com.

NATIONAL TOURING EXHIBITION

A special preview exhibition of highlights from the collection opens at Christie’s galleries in Rockefeller Center on July 23, at 1:00 p.m. to kick off the national tour. Highlights from Playboy at 50: Selections from the Archives will then be on view in Pebble Beach, Los Angeles, Las Vegas,

Chicago, and New York from July through December. The touring exhibition will include fine art, original illustrations and cartoons, photographs, manuscripts, and memorabilia celebrating 50 years of cutting-edge, classic pop culture.

<i>Equestrian Center</i>	<i>Pebble Beach, CA</i>	<i>August 14-17</i>
<i>Christie's New York</i>	<i>20 Rockefeller Plaza</i>	<i>July 23-August 8</i>
<i>Christie's Los Angeles</i>	<i>360 North Camden Drive</i>	<i>September 9-15</i>
<i>The Palms, Las Vegas</i>	<i>4321 Flamingo Road</i>	<i>September 19-21</i>
<i>Christie's Chicago</i>	<i>875 North Michigan Ave.</i>	<i>October 24-31</i>
<i>Christie's New York</i>	<i>20 Rockefeller Plaza</i>	<i>December 13-16</i>

AUCTION

<i>Christie's New York</i>	<i>20 Rockefeller Plaza</i>	<i>December 17</i>
		<i>10 a.m. & 2 p.m.</i>

Christies.com

Interested bidders around the world can view the catalogue and all property from the sale approximately 5 weeks before the sale on a special subsite devoted to Playboy at 50: Selections from the Archives on www.christies.com. Pre-sale online bidding is available on www.christies.com. Information on Playboy's 50th anniversary auction can also be found on Playboy.com at http://www.playboy.com/50th/auction/.

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