

CHRISTIE'S LAUNCHES SPECTACULAR NEW MILAN HEADQUARTERS AND SALEROOM

A NEW BUSINESS STRATEGY REPOSITIONS MILAN AS IMPORTANT INTERNATIONAL AUCTION CENTER



Milan - From September, Christie's Italy will inaugurate its stunning new Italian headquarters located in Milan at Via dei Bossi, 4. Formerly a Bank of the Medici family, the elegantly renovated 15th century building is conveniently located in the heart of Milan's historic Brera district. Christie's will occupy two floors of the palace and approximately 700 square meters; the first floor contains a reception and meeting spaces for clients, while the second floor is entirely reserved for the offices.

Christie's is also pleased to announce its new saleroom location in Milan is located just meters away from the Via dei Bossi premises at the prestigious Palazzo Clerici, a splendid example of 18th century Milanese patrician building. Christie's will hold international exhibitions, events and auction sale viewings as well as staging its sales in the refined spaces of this luxurious palace. Auctions will be held in the palace's spacious ballroom, while exhibitions and events will take place in the magnificent Tiepolo Gallery, which boasts among its treasures a fresco of allegorical scenes executed by Giovanbattista Tiepolo in 1740.

The decision to position Milan as the principal Italian headquarters for the auction house is the result of a global business strategy made earlier this year by Christie's, which will enable the company to

concentrate exclusively on high level areas of the market, namely, on Modern and Contemporary art, Jewelry, Watches and Old Master Pictures. As a result, Milan has become an important international center for Christie's, and is the location where many top lots can be viewed before being auctioned in London, New York and Geneva.

According to Clarice Pecori-Giraldi, Managing Director of Christie's Italy, "We are delighted with the new locations. Moving ahead with the strategy to provide the best art advice and client service, we have chosen locations that reflect the high standard of the services we will be offering. This is an excellent step forward in the restructuring process of Christie's in Italy. Now more than ever, Christie's Italy is a reference point for Italian collectors wishing to experience the global art market, and to benefit from a consolidated network of international specialists, that cover over 90 selling categories of the highest level."

Christie's will host the first event to celebrate the opening of the new Milan locations at the Palazzo Clerici on September 28.

On September 29 the same venue will host a spectacular viewing open to the public from 10am until 6pm of a selection of lots from the International Fall sales. Top lots by artists such as



Alberto Burri, Lucio Fontana, Giulio Paolini, Mario Merz, and Alighiero Boetti from the London Italian Art Sale (October 16) and New York's 19th Century Art sale (October 23) will be shown next to dazzling jewellery and watches from the Geneva Van Cleef & Arpels and Watches sales (November 16 and November 13) as well a superb example of Italian modern design furniture by Gio Ponti and Ico Parisi from the New York Decorative Arts sale (December 19). These international highlights will compliment the selection of lots from the November Milan sales. Also on view will be the top lot of London's December 5 Film and Entertainment sale: one of the iconic black Givenchy dresses made for Audrey Hepburn for the iconic movie, *Breakfast at Tiffany's*, estimated £50,000-70,000. Proceeds from the sale of the dress will go to benefit the charity set up by French author Dominique Lapierre, City of Joy Aid.

Christie's sales in Milan will take place bi-annually in the spring and fall. The programme will be led by Modern and Contemporary Art (November 28), to be followed by Old Master Pictures (November 29), and Jewellery and Watches (November 29-30).

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