



CHRISTIE'S

Press Release

CHANGENOW COMMUNITIES AND CHRISTIE'S FRANCE ORGANISE THE FIRST SUSTAINABLE ART AUCTION - Friday, May 28th - 6 PM (CEST)

Paris, May 5th, 2021 - ChangeNOW, the world's largest event for the planet, whose next edition will take place online on May 27th, 28th, and 29th, 2021, is partnering with Christie's France to organize their first auction on sustainable art on Friday, May 28th. Proceeds from the auction will be donated to the ChangeNOW Communities, an association launched by ChangeNOW to support low-carbon artistic creation. This unique auction is part of ChangeNOW's 2021 Art for Change program, which highlights, as every year, the role of art in the transition.

ART FOR CHANGE AT CHANGENOW : A GROUNDBREAKING AUCTION

Since its launch in 2017, ChangeNOW has given art a prominent place. This year and for the first time at the fourth edition, the non-profit organization ChangeNOW Communities, in collaboration with the auction house Christie's France, is putting up for sale **16 works by French and international artists**.

A unique auction that is part of a broader *Art for Change* program: round tables highlighting the role of artists and institutions in social and environmental change, an immersive sound experience by [Onyo](#), a custom design of the LiveTV studio by the street artist [Zdey](#), a Film Festival and a Film market.

An [online gallery](#) will be open from **May 3rd: www.changenow.world/auction** to discover the 16 works and the artists' sustainable creation process. The auction will take place on **Friday, May 28, 2021, at 6:00 pm (CEST)**, and it will be possible to register through the gallery's website.

12 ARTISTS, 16 WORKS TO DISCOVER

16 contemporary works, created for the occasion or from the artists' galleries or personal collections, will be on sale amongst:

- [Johé Bruneau](#) "Energie Fossile" (2)
- [Caroline Desnoëttes](#) "Mutation"
- [Julia Gault](#) "Où le désert rencontrera la pluie 2"
- [Rachel Marks](#) "Confinement Diaries" (3)
- [Jesu Moratier](#) "LOOK, THEY ARE FAIRIES!"
- [Ornaghi & Prestinari](#) "C2"
- [Célestine Peuchot](#) "News from nowhere"
- [Clara Rivault](#) "Objets spécifiques accouplés"

- [Jordane Saget](#) (In production)
- [Linda Sanchez \(Galerie Papillon\)](#) "Aluminium folie"
- [Caroline Venet](#) "Le Bureau Vivant"
- [Tim Zdey](#) (In production)

The works are estimated between 3,000 and 20,000 euros. They all have in common that they offer a new perspective on the value of materials and their life cycle. The mediums or techniques chosen by the artists minimize the impact on the environment by limiting the use of toxic materials, by reducing the quantity of material or energy, by using recycled or upcycled materials through the gallery's website collected in forests or a car scrapyard, on a building site or in a craftsman's workshop, without ever sacrificing the freedom and creative power.

*"Since 2017, we have been committed to putting artists at the heart of the event. Our Art for Change program is now taking on a new dimension thanks to the trust of Christie's France," explains **Santiago Lefebvre, co-founder and CEO of ChangeNOW.** "This unprecedented sale presents sober and strong works by artists who shape the "already there," who create with the "created." The abandoned material is diverted, reshaped, sublimated, and re-sourced. The works are neither "green" nor militant, they do not approach ecology as a theme, but integrate it into the creative process." **Ronan de la Croix, curator at ChangeNOW.***

*"It is with great pleasure and pride that we are partnering with ChangeNOW to organize this auction of works by these committed artists. We need ambitious and disruptive projects, like those supported by ChangeNOW, to change attitudes. In this respect, our company has set itself the goal of becoming Carbon Zero by 2030, and we are already working towards greater diversity and equity through Christie's initiatives." says **Julien Pradels, Managing Director of Christie's France.***

CHANGENOW COMMUNITIES ENCOURAGES LOW-CARBON ART

ChangeNOW supports, through its association **ChangeNOW Communities**, artists committing to **solve the equation: more art, less carbon.** The profits from the May 28th auction will be divided between the artist, his or her gallery, and *ChangeNOW Communities*, to support and encourage low-carbon artistic creation.,

Two significant actions that the non-profit will implement:

- **The ChangeNOW Prize for Sustainable Creation** will depend on the funds raised during the auction. It will be awarded to an artist selected by a professional jury, who will then create a new work exhibited at ChangeNOW 2022.
- **A series of physical and virtual meetings in 2021 and 2022** inviting artists, collectors, institutions, eco-design, and ecology professionals to exchange and work together.

CONTACT INFORMATION :

CHANGENOW

Claire Pétreault and Shivani Vernekar

claire@changenow-summit.com/shivani.changenow@gmail.com

+33 61 81 04 903/+33 76 90 81 154

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Beverly Bueninck - bbueninck@christies.com - +33 (0)1 40 76 84 08

ABOUT CHANGENOW

ChangeNOW is a startup founded in 2017 by Santiago Lefebvre, Rose-May Lucotte, and Kevin Tayebaly, whose mission is to bring out solutions and new models to address major environmental and social emergencies. The startup organizes the annual ChangeNOW summit, which in 3 years has become the largest global event on solutions for the planet. The third edition, in January 2020, gathered 28,000 participants, 1,000 solutions, 350 speakers, with more than 100 countries represented. The fourth edition will be held online and in Paris on May 27, 28, and 29, 2021.

The startup also conducts actions throughout the year with schools, companies, and institutions to support them in their transition commitments. It organizes the "ChangeNOW my job" impact recruitment fair, inspirational seminars, conferences and leads influence actions to support the impact ecosystem. In March 2020, ChangeNOW partnered with the Les Echos-Le Parisien group to amplify its actions.

www.changenow.world

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ABOUT CHANGENOW COMMUNITIES

ChangeNOW Communities is a non-profit association under the French law of 1901. Its purpose is to facilitate and organize educational, artistic, cinematographic or scientific projects of general interest that promote the defense of the natural environment and the awareness and commitment of all publics to build a sustainable world, in France and abroad.

ABOUT CHRISTIE'S

The name Christie's is synonymous with exceptional works of art, unparalleled service, and international prestige. Founded in 1766 by James Christie, Christie's has held the largest and most famous auctions over the centuries, presenting the unique and the beautiful. The company holds an average of 350 auctions a year in over 80 different categories, including paintings, furniture, jewelry, photography, and wine. The prices of works sold range from \$200 to over \$100 million. Christie's also has a long and successful history of private sales for its clients. Online sales are also offered year-round in all categories. Christie's global presence extends through a network of international salerooms and 61 representatives and offices. Christies.com features in-depth articles and videos about the items offered for sale, as well as the latest advances in digital viewing tools to make Christie's accessible to all.

Christie's confirmed in early March its commitment to sustainability, with a goal of carbon neutrality by 2030. The company pledges to reduce its carbon emissions by 50 percent, divert 90 percent of its waste from landfills, and provide 100 percent recyclable packaging and media to all customers.

Christie's sets its carbon reduction targets based on recommendations from climate scientists and is committed to the Science-Based Target Initiative* (SBTi) to help limit global warming to 1.5°C and avoid climate change. According to strict criteria, Christie's is the first auction house to apply for this accreditation, promoting sustainable development and independently evaluating and approving corporate targets.

For 250 years Christie's has helped steward some of humanity's greatest artistic treasures across generations and cultures and has committed to building a sustainable business so that great natural beauty can inspire future generations. It is fitting that this charity sale will be held now following Christie's recently announced [pledge to be net zero](#) by 2030.

www.christies.com

