

CHRISTIE'S

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CHRISTIE'S REVEALS ENHANCED AUCTION VIEWING EXPERIENCE FOR ITS MAJOR SPRING AUCTIONS

2021

PRESENTED BY BRIONI
AND POWERED BY MICROSOFT TEAMS
WITH A PRE-SALE CONVERSATION HOSTED BY
DEREK BLASBERG AND PRECIOUS LEE

TUESDAY, MAY 11 – PRE-SALE CONVERSATION BEGINS AT 7:45 ET



New York – In an auction world first, Christie's will partner with Microsoft to bring a 'virtual skybox' viewing audience into its inaugural [21st Century Evening Sale on Tuesday, May 11th, 2021](#). Presented by Brioni and powered by Microsoft Teams, guests of the skybox will be brought virtually into the saleroom and be visible on the sale livestream to viewers around the world. Christie's virtual skyboxes are a part of an enhanced hybrid auction experience this season which also includes an immersive livestream camera, offering viewers the option of an engaging 360-degree view of the live-action in the saleroom. The virtual skyboxes are powered by Microsoft Teams and will be used to bring in a "virtual audience" into the auction room creating an enhanced viewing experience for the global livestream.

Troy Batterberry, Vice President, Microsoft Teams, remarks: "Christie's continues to push the boundaries of what's possible by finding new ways of integrating technology to drive value for their audiences. The first-ever Virtual Skyboxes using Microsoft Teams is a brilliant showcase of how the physical and digital worlds can come together to deliver a unique hybrid experience for their guests."

Bonnie Brennan, President, Christie's Americas, notes: "Within days of working-from-home during the global pandemic, Christie's adopted and leveraged Microsoft Teams to power and engage our global community. We then watched with admiration, as Microsoft worked with the National Basketball Association (NBA) to create a virtual audience to connect fans with the live experience. Today, we are delighted to announce a partnership with Microsoft that revolutionizes the auction viewing experience through the first-ever virtual

skyboxes, powered by Microsoft Teams. We are also excited to announce an important partnership with Brioni, who has joined us as the presenting sponsor of our marquee week 20/21 sales, reinforcing Christie's close relationship with Kering."

Mehdi Benabadji, CEO, Brioni, comments: "The 20/21st century sale and its innovative format mark a new era for the art world. It's an honor for Brioni to partner with Christie's in such an important occasion."

The livestreamed auction event will be preceded by a conversation hosted by guest-speakers Derek Blasberg, writer, editor and *New York Times* best-selling author, and Precious Lee, *British Vogue* and *Harper's Bazaar* cover star, interviewing Christie's specialists to discuss the new auction format of [20th Century and 21st Century sales](#).

The pre-sale conversation begins at 7:45pm ET followed by the auction at 8pm ET which will be live-streamed on Christies.com, Christie's LIVE, Facebook, Instagram, YouTube, Artron, Artpro, Zai-Art, WeChat, Zaiyi, Yitiao, and Weibo. Additionally, Christie's is delighted to partner with Brioni as the first presenting sponsor of our 20/21 Sales, further reinforcing our alignment with Kering. Brioni will dress select Christie's evening sale auctioneers, as well as pre-show host, Derek Blasberg. Christie's specialists, who will be accepting phone bids throughout the sale on behalf of clients, will also be styled in designs by Graff featured in the upcoming *Magnificent Jewels* auction at Christie's New York on June 8.

Notes to Editors:



About Christie's 20/21:

Beginning in New York in May, Christie's has shifted its approach to presenting the art of the 20th and 21st centuries in anticipation of a new era for the art world. Christie's will now offer major auctions of '20th Century Art' and '21st Century Art', replacing the 'Impressionist and Modern Art' and 'Post-War and Contemporary Art' nomenclatures. The new format will underscore the radical nature of the modern masters and their lasting impact on the art being created today; emphasize the electricity and relevance of the art created over the past 40 years; and make room for the new — both physical and digital. The new format reflects evolving market demands and the collecting habits of our clients, and will allow for a more dynamic approach to serving the marketplace.

By removing art from the context of its assigned movements, Christie's seeks to make new stylistic connections, approach topics such as race and revolution from a new lens and make room to amplify voices that have been historically overlooked and undervalued. The sales will create a new platform to amplify masterworks and discover new and extraordinary art.

Christie's Digital First:

Christie's is the industry leader in digital innovation. Over the past decade, Christie's has pioneered new technologies including many industry firsts:

- The first auction house to offer online bidding in traditional auctions via Christie's LIVE™ (2006).
- The first auction house to hold online-only sales, inaugurated for the record-setting Collection of Elizabeth Taylor in 2011.
- The first auction house to host a global live stream of an auction – 470,000 watched our sale of Leonardo's *Salvator Mundi* from New York, in November 2017 and the clip has been viewed nearly 3 million times since the sale.
- Early adopters of virtual walkthroughs of exhibitions launched for The Collection of Peggy and David [Rockefeller](#) in 2018.
- The first international auction house to utilize AR technology, pioneered during the Leonardo da Vinci sale in 2017 and then the record-breaking Rockefeller sale in 2018.
- Partnering with industry leader, Artory, Christie's was the first international auction house to record sales of works on a Blockchain (2018 from the Ebsworth collection).
- The first auction house to sell an artwork created by Artificial Intelligence/AI (*Obvious, Portrait of Edward de Belamy*, 2018).
- The first auction house to host a real-time global relay-style sale streamed live with multiple auctioneers from Hong Kong, Paris, London and New York (ONE, 2020).
- The first international auction house to sell an artwork NFT (Beeple, 2021)
- The first auction house to accept crypto-currency (Ether, 2021).

PRESS CONTACTS:

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About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Founded in 1766 by James Christie, Christie's has conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting Private Sales for clients and online sales are offered year-round across all categories. Christie's global presence is spread across a network of international salerooms and 61 representatives and offices. Christies.com provides detailed articles and videos on the objects offered for sale alongside the latest advances in digital viewing tools to make Christie's accessible to all.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

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Images available on request

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