

FOR IMMEDIATE RELEASE

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Press Release

CHRISTIE'S

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FORTY INTERNATIONAL GALLERIES COME TOGETHER AT CHRISTIE'S SOUTH KENSINGTON FOR



South Kensington – Following the success of the ground-breaking inaugural contemporary editions fair Multiplied in 2010 – the first of its type in the UK – Christie's is pleased to announce that the salerooms in South Kensington will once again be transformed during Frieze week this year. The fair will be open to the public with free admission from 14-17 October 2011. Wallpaper* is official media partner for Multiplied 2011.

Richard Lloyd, International Head of Prints, Christie's said, *"Since last year's ground-breaking Multiplied fair we've been busy searching high and low, seeking out the hottest galleries and publishers working today, and we can't wait to reveal the results. For anyone interested in contemporary art, Multiplied 2011 will be a must-see event. Devoted to contemporary art editions – sculpture, photography, printing, and artists' books – we will be showcasing new work by rising stars and established superstars. Galleries from the USA, France, Germany and Spain will be joining major players from the London art scene, augmented by a program of interactive workshops, lectures and tours run by Christie's Education."*

Nic McElhatton, Chairman of Christie's South Kensington comments, *"We are delighted to host Multiplied once again this year within the excellent exhibition rooms available at Christie's South Kensington. Staging such a ground-breaking fair enables us to engage with clients and the art world in a very different way, and it is incredibly exciting to be able to provide an international platform for young and emerging artistic talents."*

Multiplied 2011 will feature a carefully curated selection of forty galleries from around the world, including sixteen exhibitors new to the fair. Newcomers include Collectiva from Berlin, Grey Area Multiples from Paris, Ogami Press from Madrid, and White Columns/Art & Advisory from New York, as well as East London's legendary Matt's Gallery. Once again the fair will showcase some of the best home grown talent, and broadening the works on offer, this year's fair will also provide a much more international experience. The hottest new names will be presented alongside a stellar line up of some of the best known contemporary artists, represented by the likes of Whitechapel Gallery, The Paragon Press, Emin International and White Cube. The second edition of the fair builds upon the success of the Multiplied model launched in 2010.

As part of Multiplied's objective to give talented young artists an international platform to showcase their work, Chris Dent was invited to design the Multiplied Sitemap for its debut in 2010. This year the tradition continues with young illustrator Jack Featherstone chosen as graphic artist. With recent commissions including a front and back cover illustration for a Wallpaper* supplement on Singapore and music videos for Acid Washed, Jack's work includes design, illustration and moving image. Jack is represented by HigginsonHurst.

Further additions to the Multiplied 2011 line-up include:

- **Wallpaper*** is official media partner for Multiplied 2011
- A program of lectures, tours and film screenings will be hosted at Multiplied by Christie's Education
- Live screen-printing and Print Gocco workshops will provide interactive entertainment for visitors
- A multitude of new editions are due to be launched at the fair
- Refreshments will be available at The Multiplied Café

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Keep up-to-date on Multiplied news and alerts -

Online: www.multipliedartfair.com

Twitter: @Multiplied_Fair #multipliedartfair2011

Facebook: <https://www.facebook.com/#!/Christies>

Notes to Editors:

Location: Christie's South Kensington
85 Old Brompton Road, London, SW7 3LD

Private Launch event: Thursday, 13 October: 7.00pm – 10.00pm (by invitation only)

Opening times: Friday 14 October: 9.00am – 5.00pm
Saturday 15 October: 11.00am - 6.00pm
Sunday 16 October: 11.00am – 6.00pm
Monday 17 October: 9.00am – 5.00pm

About Christie's South Kensington

Open seven days a week, Christie's South Kensington is the busiest saleroom in the UK, annually holding over 100 sales and offering more than 20,000 lots. The recently refurbished saleroom facilities and exhibition spaces provide one of the most accessible, well lit and welcoming sales arenas in the world, consistently attracting over 200,000

visitors a year. Interiors sales dedicated to home furnishings are held three times a month alongside monthly Sunday sales of single-owner collections, and specialised sales for the avid collector are scheduled throughout the year according to category. Every lot is beautifully illustrated in a large scale magazine-style catalogue and in an online e-catalogue. Christie's South Kensington appeals to a worldwide audience – in 2010 bidders originated from over 50 countries, with around 20% of bidders taking part in auctions from the comfort of their own home or office, using Christie's unique online bidding facility, Christie's LIVE™. www.christies.com @Christiesinc

About Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It has attracted the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month and monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand. www.wallpaper.com @WallpaperMag