

For Immediate Release  
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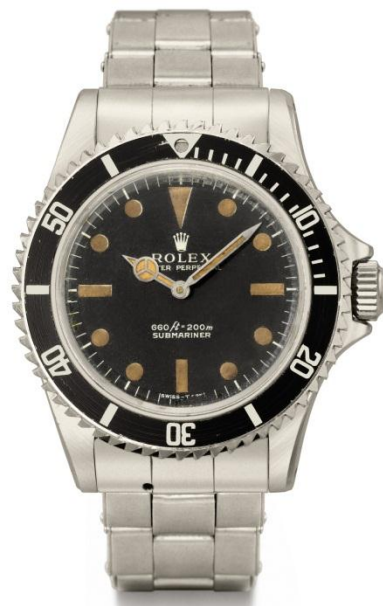
Press Release

**CHRISTIE'S**

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# **“LIVE AND LET DIE” JAMES BOND’S ROLEX SUBMARINER COMES TO AUCTION AT CHRISTIE’S GENEVA**



## **IMPORTANT WATCHES**

**Four Seasons Hotel des Bergues, Geneva**  
**14 November 2011 - 9.30am & 2.30pm**

The present Rolex ref. 5513, modified by the famous Q Branch, is certainly the most memorable Submariner to appear in movies and must be considered a veritable trophy not only for the watch aficionado but also for the amateurs of cinematography and of James Bond in general.



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Especially designed for James Bond to be worn during 007's mission in *Live and Let Die*, it was created in 1972 by the world-famous film production designer Syd Cain\*.

Featuring not only a bezel spinning at high speed to cut ropes and chains, in the movie it also bore an ultra-strong magnet which was supposed to neutralize bullets but was, instead, used by 007 to unzip Ms. Solitaire's dress.

The lot will be sold together with an original construction drawing and two signed images from the set (estimate: SFr. 200,000 - 400,000).

*\*Note to editors:*

Syd Cain (born Sidney B. Cain on 16 April 1918) is a British production designer who has worked on more than 30 films, including four in the James Bond series in the 1960s and 1970s.

## To Be Offered For Sale at Christie's Geneva

### IMPORTANT WATCHES

Four Seasons Hotel des Bergues, Geneva

14 November 2011 - 9.30am & 2.30pm

#### AUCTION

Monday 14 November 9.30am & 2.30pm

#### VIEWINGS IN GENEVA

Friday 11 November 10am-6pm

Saturday 12 November 10am-6pm

Sunday 13 November 10am-7pm

#### About Christie's

Christie's, the world's leading art business had global auction and private sales in the first half of 2011 that totaled £2.0 billion/\$3.2 billion. In 2010 it achieved global auction and private sales of £3.3 billion/\$5.0 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales 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 has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.