

50 YEARS OF JAMES BOND THE AUCTION

CHRISTIE'S

PRESS RELEASE | South Kensington | 8 October 2012
FOR IMMEDIATE RELEASE

50 YEARS OF JAMES BOND - THE AUCTION COMBINED EVENING AND ONLINE SALES TOTAL

£1,641,350 / \$2,644,442 / €2,034,999

- Proceeds donated to twelve selected charities including UNICEF, Barnardo's, Women for Women, Parkinson's UK, ChildLine and others
- Guest 'auctioneers' on Friday evening's gala event included Sir Roger Moore, Michael G. Wilson, Dame Judi Dench, Samantha Bond, Lucy Fleming, David Walliams, Lindy Hemming and Maryam d'Abo
- Online auction more than triples pre-sale expectations with bids received from 42 countries around the world; 40% of bidders were new clients to Christie's
- *50 Years of James Bond - The Auction* was one of many special events held to celebrate Global James Bond Day, marking the 50th anniversary of the screening of *Dr. No*



Mr. Hugh Edmeades and Sir Roger Moore

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South Kensington, London - To celebrate the 50th anniversary of James Bond on film, Christie's and EON Productions presented *50 Years of James Bond – The Auction*. Offering international fans and collectors the unique opportunity to acquire a piece of Bond memorabilia direct from the archives of EON Productions as well as donations from Bond cast, the combined evening and online charity auction was 100% sold, realising a total of **£1,641,350 / \$2,644,442 / €2,034,999** (combined estimate: £598,300 – 873,700). Bids were received from 42 countries around the world, with new clients to Christie's accounting for 40% of bidders within the online auction.

Nicolette Tomkinson, Director, Christie's commented, *"It has been a privilege to be a part of EON Productions' global celebrations to mark the 50th anniversary of James Bond. 50 Years of James Bond – The Auction was an unprecedented event, presenting memorabilia directly from EON's Archives, from every official Bond film ever made. The excitement surrounding Christie's sale and exhibition, which welcomed over 1,000 visitors per day, is testament to the enduring appeal of the Bond film franchise, whose fan-base is truly worldwide, spanning several generations."*

Michael G. Wilson and Barbara Broccoli, Producers, EON Productions commented, *"What better way to celebrate the 50 year anniversary than by supporting UNICEF and the eleven additional charities who will be benefitting from the auction items donated by the Bond archive and supporters. The generosity and dedication of Bond fans will enable the charitable organisations to continue their good work. Many thanks"*

LIVE EVENING AUCTION

On Global James Bond Day, Christie's and EON Productions presented a live evening charity auction of ten star lots of memorabilia directly from EON's Archives, plus one surprise addition, in celebration of 50 years of James Bond on screen. The auction realised a total of **£752,050 / \$1,214,448 / €934,046** with proceeds from each lot set to benefit specific charitable institutions. Auctioneer Hugh Edmeades led proceedings, assisted by several guest auctioneers including Sir Roger Moore, Michael G. Wilson, Dame Judi Dench, Samantha Bond, Lucy Fleming, David Walliams, Lindy Hemming and Maryam d'Abo.

Live Evening Auction Highlights

- The top lot of the live auction was [an Aston Martin DBS](#) used by Daniel Craig as James Bond in *Quantum Of Solace* and sold to benefit Barnardo's. A bidding war between the internet, telephones and those in attendance resulted in the final price of **£241,250 / \$390,101 / €299,633**. The car was purchased by an anonymous telephone bidder.

- [An Automatic Seamaster Professional "Planet Ocean" wristwatch](#), by Omega, worn by Daniel Craig as James Bond, a unique piece specially made in titanium for action scenes in *Skyfall* was sold to benefit ORBIS. The winning bid came from a telephone bidder, who bought the wristwatch for **£157,250 / \$254,273 / €195,305**.

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- [A pair of swimming trunks](#) worn by Daniel Craig as James Bond in *Casino Royale* and sold to benefit Women For Women realised **£44,450 / \$71,876 / €55,207**. The trunks were purchased by a bidder in the room.
- A surprise, last-minute addition to the sale was [the orchestral score for the theme song *Skyfall*](#), signed on the cover by Adele and co-writer Paul Epworth, which sold for **£13,750 / \$22,234 / €17,078** to a bidder in the saleroom.

ONLINE AUCTION

Those who were unable to take home a piece of Bond from the evening auction continued bidding online until 2pm (BST) on 8 October 2012; the online auction realised a total of **£889,300 / \$1,429,994 / €1,100,953**. Launched on 28 September on Christies.com, the online sale comprised a total of 42 lots (including two extra, later donations) encompassing props, costumes, jewellery and more, from every one of the twenty-three official James Bond films, including the forthcoming *SKYFALL* sold to benefit UNICEF. Within the first 90 minutes of the auction every item listed had received bids.

Online Auction Highlights

- [A pre-production replica BMW Z8 Roadster](#) made for *The World Is Not Enough* more than doubled the pre-sale estimate to sell for **£84,000 / \$135,072 / €103,992** to a Private UK collector.
- [A poker table from The One & Only Ocean Club](#) in *Casino Royale* as well as a collection of prop One & Only Club poker chips, money and playing cards proved to be an incredibly popular lot, selling for **£84,000 / \$135,072 / €103,992**.
- [An original prop Solex Agitator](#) used by Christopher Lee as Scaramanga in *The Man With The Golden Gun*, central to the plot and seen throughout the film realised **£54,000 / \$86,832 / €66,852**.

For a full list of results from the live evening auction (5 October), please click [here](#).

For a full list of results from the online auction (28 September-8 October), please click [here](#).

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EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-two films produced since

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1962. Michael G Wilson and Barbara Broccoli succeeded Albert R 'Cubby' Broccoli and have produced some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE. They are currently producing the 23rd film, SKYFALL.

Christie's South Kensington

Open seven days a week, Christie's South Kensington is one of the busiest salerooms in the UK attracting over 200,000 visitors each year. With over 100 sales and offering more than 20,000 lots annually, estimates start from £300. Interiors sales dedicated to home furnishings are held three times a month alongside regular Sunday sales of single-owner collections. Specialised sales for the avid collector are scheduled throughout the year according to category, and include Film Posters, Pop Memorabilia, Antiquities, Jewellery, 20th Century British Art and Chinese Works of Art, among others. In 2011 Christie's South Kensington realised the highest ever total for the second successive year with sales of £115.9 million / \$186.6 million.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in the first half of 2012 that totaled £2.2 billion/\$3.5 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 has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 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 its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £413.4 million / \$661.5 million in the first half of 2012, an increase of 53% on the previous year.

Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

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