

# CHRISTIE'S

## 50 YEARS OF JAMES BOND THE AUCTION

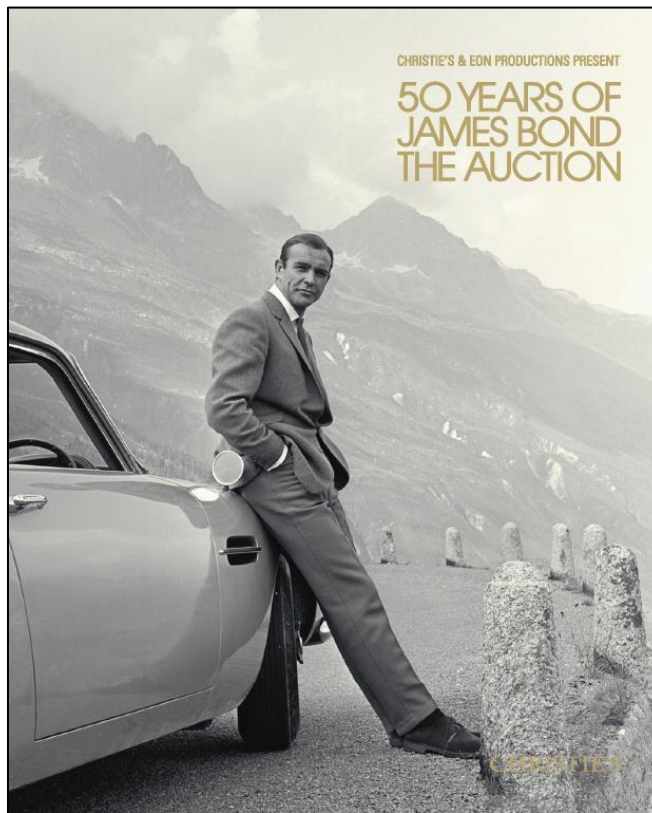
PRESS RELEASE | South Kensington | 6 September 2012  
FOR IMMEDIATE RELEASE

## 50 YEARS OF JAMES BOND – THE AUCTION

40 LOTS OF BOND MEMORABILIA TO BE OFFERED AT AN  
ONLINE-ONLY AUCTION WITHOUT RESERVE

10 FURTHER LOTS TO BE AUCTIONED AT AN INVITE-ONLY EVENING EVENT  
ON 5 OCTOBER AT CHRISTIE'S SOUTH KENSINGTON  
CELEBRATING '[GLOBAL JAMES BOND DAY](#)'  
MARKING THE 50TH ANNIVERSARY OF THE FIRST SCREENING OF *Dr. No*

ALL PROCEEDS FROM THE AUCTION INCLUDING CATALOGUE SALES TO BENEFIT  
TWELVE CHARITABLE INSTITUTIONS



[WWW.CHRISTIES.COM/BOND](http://www.christies.com/bond)

Catalogue Out Now: Browse online or order a printed Collector's Edition catalogue (RRP. £30 each)  
All lots will be on exhibition at Christie's South Kensington from 29 September – 4 October 2012; admittance free  
MEDIA PREVIEW: Friday, 28 September 2012

# CHRISTIE'S

## 50 YEARS OF JAMES BOND THE AUCTION

To celebrate the 50th anniversary of James Bond on film, Christie's announces *50 Years of James Bond – The Auction* which will present a unique opportunity to acquire a piece of Bond memorabilia direct from the archives of EON Productions. Forty lots will be offered at an online-only auction from 28 September to 8 October 2012, with 10 further lots to highlight an invitation-only auction at Christie's South Kensington on 5 October marking 'Global James Bond Day'. These 10 further lots will also be accessible to both internet and live, real-time bids. All items offered for sale will be on public exhibition at Christie's South Kensington saleroom, 85 Old Brompton Road from 11am on Saturday, 29 September until 5pm on Friday, 5 October 2012; admittance free. All proceeds from the auction and catalogue sales will benefit twelve charitable institutions \*Please see [separate release](#) for full list of lots and corresponding beneficiaries.



The auction is led by a 2008 Aston Martin 6 Litre V12 DBS 2-Door Coupe *illustrated above* used by Daniel Craig as James Bond in *Quantum of Solace*. The Aston Martin DBS plays a dramatic role in the opening sequence of the film in which Bond skillfully navigates winding roads in a high speed car chase in Italy. The car is expected to fetch between £100,000 and £150,000, with all proceeds from the sale of this lot to benefit Barnardo's. Aston Martins have long been a favourite with Bond and first appeared in *Goldfinger* in 1964 with the iconic DB5. Over the years they have featured in a total of ten Bond films. James Bond drives an Aston Martin DBS in *Casino Royale* and *Quantum of Solace*. \*Please view the complete [eCatalogue](#) online for the full list of lots.

**Nicolette Tomkinson, Director, Christie's commented,** "Christie's is excited to be working directly with EON Productions to present this unique auction to mark the 50<sup>th</sup> anniversary of James Bond. With memorabilia offered from every official Bond film ever made, the auction is sure to appeal to new and established fans of the famous British spy. James Bond is much-loved by a truly international fan-base and we hope to make memorabilia from the 23 Bond films accessible to all. A broad spectrum

# CHRISTIE'S

## 50 YEARS OF JAMES BOND THE AUCTION

of prices will be covered within the auction, with online lots selling without reserve and bids starting at only £50."

### Online auction – [www.christies.com/bond](http://www.christies.com/bond)

From Friday, 28 September to Monday, 8 October 2012, forty lots will be sold in an online auction allowing Bond fans from around the world to bid in real time for memorabilia selected by EON Productions from their archives. Items on offer will represent every one of the twenty-three James Bond films, including props, costumes, posters, jewellery and more. All lots are offered without reserve, with bids starting at only £50 each; estimates for individual items start from £1,000. All proceeds from lots 1-15 and 17-40 in the online auction will benefit UNICEF. The proceeds for lot 16 will be donated to The National Youth Theatre. \*Please see [separate release](#) for online-only auction highlights

### Evening Auction (invitation-only) – Christie's South Kensington

On the evening of Friday, 5 October 2012, to mark 'Global James Bond Day', a live evening charity auction will offer ten 'star' lots. Items on offer will include James Bond experiences, as well as handpicked highlights from the EON Archives with some from the much anticipated new film, *Skyfall*, which will be released on Friday, 26 October 2012. All proceeds from the sale are to benefit ten individual charitable institutions. The evening auction will be by invitation only and will take place at Christie's South Kensington salerooms in London.

---

#### PRESS CONTACTS:

Matthew Paton | +44 (0)20 7389 2965 | [mpaton@christies.com](mailto:mpaton@christies.com)

Leonie Pitts | +44 (0)20 7752 3121 | [lpitts@christies.com](mailto:lpitts@christies.com)

Click [here](#) to view the complete eCatalogue online now

A printed collector's edition catalogue is available to buy at Christie's salerooms and online; RRP. £30 each

All proceeds from the auction, including catalogue sales, will go directly to the designated charities

[WWW.CHRISTIES.COM/BOND](http://WWW.CHRISTIES.COM/BOND)

#### Media Preview:

Friday, 28 September 2012, time TBC

#### Public Exhibition:

Saturday, 29 September: 11am – 5pm

Sunday, 30 September: 11am – 5pm

Monday, 1 October: 9am – 7.30pm

Tuesday, 2 October: 9am – 5pm

Wednesday, 3 October: 9am – 5pm

Thursday, 4 October: 9am – 5pm

Friday, 5 October: 9am – 5pm

#### Auction:

**50 Years of James Bond – The Auction (Online)**

Friday, 28 September - Monday, 8 October 2012

\*Auction opens at 2pm GMT; lots close from 2pm GMT

**50 Years of James Bond – The Auction (Evening)**

Friday, 5 October 2012 at 8.30pm

\*By Invitation Only

# CHRISTIE'S

## 50 YEARS OF JAMES BOND THE AUCTION

### 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 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 23<sup>rd</sup> 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.*

###

High resolution images and further information available on request

Visit Christie's Website at [www.christies.com](http://www.christies.com)

**EON**  
PRODUCTIONS

FOLLOW CHRISTIE'S ON:



**CHRISTIE'S SOUTH KENSINGTON**

85 Old Brompton Road, London, SW7 3LD

