

# CHRISTIE'S

## ANDY WARHOL @ CHRISTIE'S

ANDY WARHOL @ CHRISTIE'S,  
FIRST ONLINE-ONLY SALE OF THE  
MULTI-YEAR AND MULTI-PLATFORM SERIES

DOUBLED ITS PRE-SALE ESTIMATE, ACHIEVING \$2.3 MILLION

TO BENEFIT THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS



ANDY WARHOL (1928-1987)  
*I Love Your Kiss Forever Forever* (see F. & S. II.5)  
Executed in 1964  
Estimate: \$3,000-5,000  
Sold: \$112,500



ANDY WARHOL (1928-1987)  
*Self-Portrait*  
Executed in 1986  
Estimate: \$15,000-25,000  
Sold: \$35,000



ANDY WARHOL (1928-1987)  
*New Coke* (see F. & S. IIIB.44)  
Executed circa 1985  
Estimate: \$25,000-35,000  
Sold: \$93,750

**February 26 - March 5, 2013**

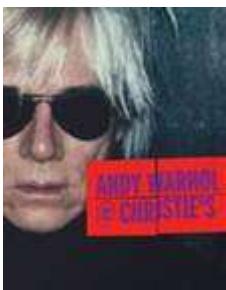
**New York** – Christie's is pleased to announce an enthusiastic turnout for the first **Andy Warhol @ Christie's** online-only sale, achieving \$2,297,375—twice the overall pre-sale estimate—to benefit The Andy Warhol Foundation for the Visual Arts. Proceeds from this multi-year, multi-platform partnership enable the foundation to continue to develop its long term support of the visual arts. The auction selling rate was 99% by lot and 99% by value.

*"The excellent results of the first Warhol online-only sale demonstrate the international enthusiasm from both new and established collectors who bid from 36 countries, validating Warhol's democratizing vision"* stated **Michael Straus, Chairman of the Board of The Andy Warhol Foundation for the Visual Arts**. *"Andy Warhol @ Christie's has advanced both our philanthropic programs and our work in keeping Andy's legacy alive. We are thrilled with the results of this first sale and look forward to many more exciting online sales in the years ahead"* added **Joel Wachs, President of The Andy Warhol Foundation for the Visual Arts**.

*"Part of what fueled the sale was that so many of the works had never before been seen by the public and so many were unique. In addition, the online format allowed for bidders from around the world, most of who had never had access to a Warhol work before, to participate in Andy Warhol @ Christie's"* stated Amy Cappellazzo, Chairman of Post-War and Contemporary Development.

This first online-only Warhol sale featured works representing a wide array of media spanning the artist's career, many never before seen by the public. Estimates ranged from \$600 to \$70,000, offering both seasoned collectors and first-time buyers intimate access to Warhol's work. Highlights of the sale included *I Love Your Kiss Forever Forever* (lot 94), a 1964 lithograph in color, which sold for \$112,500 – almost 40 times its pre-sale estimate, *In the bottom of My garden* (lot 52), the complete book of offset lithographs colored by hand, circa 1956, realized 14 times its pre-sale estimate with \$80,250. The *Self-Portrait with Fright Wig* screenprint on t-shirt (lot 16) realized \$47,500. Especially notable was the turnout for the Warhol photographs, which represent 46% of the lots and were 100% sold.

The sale's innovative format attracted 65,000 visitors and 263 bidders, which generated over 1,500 bids from 36 countries. The next Andy Warhol @ Christie's sale in April 2013 will be dedicated to Andy's legacy at the infamous nightclub Studio 54.



### **Andy Warhol @ Christie's: Online Only Auction**

[www.christies.com/warhol](http://www.christies.com/warhol)

All Andy Warhol Artworks © The Andy Warhol Foundation for the Visual Arts, Inc.

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#### **About Christie's Online**

Christie's International has brought the virtual hammer down: the 246-year-old firm has fully integrated online-only sales into its core business model through three major channels: traditional auction sales, private sales, and e-commerce sales. In December of 2011, Christie's launched its pilot, online-only sale with the Collection of Elizabeth Taylor, an auction of nearly 1,000 lots including jewellery, fashion, decorative arts and memorabilia. The sale realized \$9.5 million – nine times its pre-sale estimate. The online-only auctions at Christie's are conducted as one-week, timed auctions open to collectors around the world. The online format allows clients to browse and bid from home. Once registered, bidders receive instant updates by email or phone if another bid exceeds their own. All payment is by credit card, and bidding registration is open to all clients.

#### **About The Andy Warhol Foundation for the Visual Arts**

The Andy Warhol Foundation for the Visual Arts was established in 1987. In accordance with Andy Warhol's will, its mission is the advancement of the visual arts. The primary focus of the Foundation's grant-making activity has been to support the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. The program has been both pro-active in its approach to the field of cultural philanthropy and responsive to the changing needs of artists. A strong commitment to freedom of artistic expression continues to inform the Foundation's support of organizations that fight censorship, protect artists' rights and defend their access to evolving technologies in the digital age.

Through cooperative exhibitions, loans and permanent placement of work in museums nationwide, the Foundation has ensured that

the many facets of Warhol's complex oeuvre are both widely accessible and properly cared for. In helping to establish the comprehensive collection and study center of The Andy Warhol Museum in Pittsburgh, the Foundation paved the way for new Warhol scholarship and curatorial innovation. The Foundation's sustained support and oversight of thoroughly researched, extensively illustrated catalogues raisonnés of Warhol's entire artistic output continues to expand the possibilities for scholarship about his work.

The Foundation has also used its ownership of the copyrights to Warhol images and trademarks to his name and signature as an opportunity to craft creative and responsible licensing policies that are both friendly to scholars and artists wishing to use Warhol images for educational and creative purposes and profitable to the Foundation when the images are used for commercial purposes. Revenues from licensing agreements add significantly to those earned through the continued sale of work from the Foundation's art collection, enabling the Foundation to build the endowment from which it makes cash grants to arts organizations around the country. Visit the Foundation's website at [www.warholfoundation.org](http://www.warholfoundation.org).

#### About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2012 that totaled £3.92 billion/\$6.27 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 £631.3 million/\$1 billion in 2012, an increase of 26% on the same period last 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 in growth markets such as Russia, China, India and the Middle East, with successful sales, exhibitions and initiatives in Moscow, Baku, Beijing, Mumbai, Delhi, Jeddah, Abu Dhabi, Doha 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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*Images available on request  
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