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FOR IMMEDIATE RELEASE

Viral: Andy Warhol and the Image before the Internet Age
June 24-28 at the Computer History Museum, CA



ANDY WARHOL (1928-1987) Self-Portrait, two unique polaroid prints, each: 4.1/4 x 3.1/2 in. (10.8 x 8.9 cm.) Executed circa 1973.

New York - Christie's is proud to announce a pop-up exhibition in Silicon Valley as part of **Andy Warhol at Christie's**, a multi-year, multi-platform partnership with The Andy Warhol Foundation for the Visual Arts. Titled ***Viral: Andy Warhol and the Image before the Internet Age***, and presented in collaboration with Wells Fargo Private Bank and ARTSY, the exhibition will be held at the Computer History Museum in Mountain View, California, from June 24-28. The selling exhibition is on view to the public free of charge, and will present a curated group of more than 50 paintings, photographs, prints and works on paper by the Pop Art superstar. All of the works on view will be available for sale. Prices range from \$2,000 to \$80,000, giving new collectors and Warhol enthusiasts a chance to own an original work by Andy Warhol at accessible price points. Beginning a week before the exhibition, a preview of the entire exhibition will launch exclusively on Artsy – the online platform for discovering, discussing, and collecting art. All the works in the exhibition will be available on Artsy throughout the duration of the exhibition and accessible to its audience of 150,000 users from 180+ countries around the world.

All works sold as part of the Andy Warhol at Christie's partnership—including live auctions, online-only auctions and private sales—are drawn from the collection of The Andy Warhol Foundation for the Visual Arts, with proceeds benefitting the Foundation's grant-making programs.

The exhibition will represent works that highlight Andy Warhol's career-long conversation with emerging technologies and focus on his artistic process. Highlights of the exhibition will include self-portraits of Andy Warhol, prints of Muhammad Ali and John F. Kennedy, and his well-known Pop themes of toys and flowers.

"This exhibition presents Warhol's tireless exploration of the artistic process, which can be seen through his use of repetitive imagery and multiples. Warhol manipulated and investigated the technology that was available to him - using polaroids and screenprints in order to proliferate his imagery – a precursor to the 'viral' phenomenon of the digital age" said **Amy Cappellazzo, Chairman of Post-War and Contemporary Development at Christie's**.

For more information on *Andy Warhol at Christie's*, please visit: <http://www.christies.com/warhol/>

Exhibition Information

Location: Computer History Museum, Mountain View, CA

Dates: June 24 – 28, 2013

Admission is free and open to the public



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

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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.

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.

About Wells Fargo Private Bank

Wells Fargo Wealth Management is one of the leading providers of financial services to high-net-worth and affluent customers through Wells Fargo Private Bank. Offerings include financial planning, private banking, credit, investment management, trust and estate services, business succession planning, elder services and charitable services. In addition, through Wells Fargo Advisors, financial advisors in banking stores provide full-scale investment advice and access to a wide range of investments, including stocks, bonds and mutual funds, while brokerage associates also assist clients with their investment needs.

About Artsy

Artsy is a platform where users can discover, discuss, and collect art. Artsy has built one of the largest online collections of contemporary art and is powered by The Art Genome Project. Artsy is honored to partner with 400+ leading galleries and 100+ museums and foundations, including The J. Paul Getty Trust, SFMOMA, Corcoran Gallery of Art, Dallas Museum of Art, Smithsonian Cooper-Hewitt: National Design Museum, The British Museum, The Royal Collection, Diebenkorn Foundation, The Dedalus Foundation, Calder Foundation, and more. Artsy is a discovery platform for its partners to share their collections in Artsy's library, promote their exhibitions and events on the social layer, and to use Artsy's ecommerce service to reach collectors around the world.

In October 2012, Artsy launched publicly, and since then has grown to 150,000 registered users, serving over 100 million artwork impressions to an international audience across 180+ countries. Since its launch, Artsy has introduced significant new features including: partnerships with leading art fairs such as Design Miami/ and The Armory Show, e-commerce payment processing, and Artsy Posts -- which allows people to write and tell stories about art using Artsy's growing database of 30,000+ artwork images. By bringing together art, science, design, and engineering, Artsy aims to foster new generations of art lovers, museumgoers, collectors, and patrons. For more information visit [Artsy's Press page](#).

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