ANDY WARHOL @ CHRISTIE’S
CHRISTIE’S ANNOUNCES LANDMARK ONLINE-ONLY AUCTION SERIES TO BENEFIT THE ANDY WARHOL FOUNDATION FOR THE VISUAL ARTS

FIRST SALE OF 125 WORKS OPENS GLOBALLY FOR ONLINE BIDDING
FEBRUARY 26 - MARCH 5

“I got into technology a couple of times…”
- ANDY WARHOL

New York/London/Hong Kong – Christie’s is pleased to announce details about Andy Warhol @ Christie’s, the first online-only sale in its long-term partnership with The Andy Warhol Foundation for the Visual Arts. For one week, from Tuesday, February 26 through Tuesday, March 5, collectors around the world will have the opportunity to log in and bid online for 125 paintings, drawings, photographs and prints by Pop Art’s reigning superstar, Andy Warhol.

The first of the online-only Warhol sales will feature works representing a wide array of media spanning the artist’s career. Estimates range from $600 to $70,000, offering both seasoned collectors and first-time buyers extraordinary global access to Warhol’s work. The timed online format allows clients to browse, bid, receive instant updates by email or phone if another bid exceeds theirs, organize shipping, and pay from anywhere in the world.

Over the course of 2013, and throughout the ongoing partnership, Christie’s will launch additional online-only sales of original works of art by Warhol from the Foundation’s collection, marking the first time the auction house has ever offered online-only sales of Post War and Contemporary art. The week-long cybersale kicks off the second phase of Christie’s partnership with the Foundation, a multi-year initiative built on an innovative, three-tiered program of live auctions, online-only auctions and private sales. The inaugural Andy Warhol at Christie’s live auctions in New York on
November 12, 2012 realized $17 million. Proceeds from these and all subsequent sales under the partnership benefit the Warhol Foundation’s grant-making programs which support artists and non-profit arts organizations.

Michael Straus, Chairman of the Board of The Andy Warhol Foundation for the Visual Arts, stated, “This long-term, multi-platform series of sales will provide important endowment strength for our programs in support of contemporary arts organizations and artists. Just as important, though, the initiative will bring Andy Warhol’s art to the widest possible audience, preserving and extending his legacy.”

Joel Wachs, President of The Andy Warhol Foundation for the Visual Arts, added, “At the same time as it broadens the base for the Foundation’s grantmaking, this online-only sale will greatly expand access to Andy Warhol’s work, in a fundamentally democratic manner that is entirely consistent with his art. We are confident that this sale will honor his artistry and further his philanthropic mission.”

Sale Highlights

“The idea is not to live forever, it is to create something that will.” - Andy Warhol

Among the highlights of the first sale is a trial proof for the lithograph, I Love Your Kiss Forever Forever (1964), based on an image of Marilyn Monroe’s lips, presumed to be unique in this composition and color combination, with an estimate of $3,000 - 5,000. From Warhol’s iconic soup-can oeuvre comes Campbell’s Chicken with Rice Soup (1964), created with a tin soup can filled with concrete, from an unrealized edition of thirteen, with an estimate of $50,000 - 70,000.

ANDY WARHOL (1928-1987)
New Coke
Screenprint in colors
Executed circa 1985.
Estimate: $25,000-35,000

ANDY WARHOL (1928-1987)
Coke
Unique polaroid print
Executed in 1984.
Estimate: $5,000-7,000

ANDY WARHOL (1928-1987)
Coke Spill
Coca-Cola on paper
Executed circa 1985.
Estimate: $6,000-8,000

The screenprint New Coke (circa 1985, one of a small number of impressions) is a semi-abstract image of an overturned Coke can and its spreading puddle, screenprinted on two sheets of colored graphic art paper, with an estimate of $25,000 – 35,000. Also offered are a unique Polaroid print of the soda can (Coke, estimate $5,000-7,000) and a Coca-Cola spill on paper (Coke Spill, estimate $6,000 – 8,000) that Warhol used as inspiration in the process of creating New Coke.
Also among the highlights is a T-shirt with the silkscreened image of Warhol’s famous Self-Portrait with Fright Wig, executed circa 1986. The estimate, $15,000 – 20,000, is a small fraction of the cost of the same self-portrait realized on canvas.

Amy Cappellazzo, Chairman of Post-War and Contemporary Development at Christie’s, stated, “The Andy Warhol @ Christie’s online sales are the perfect channel of distribution – both conceptually and commercially – for Warhol’s works of art. His love of popular culture and accessibility prefigure him as an internet pioneer – even before it was dreamt of. Our online sales bring Warhol’s works into new communities and into the hands of collectors everywhere who know the value and artistic import of his work.”

Andy Warhol is widely recognized as one of the defining figures of 20th century art and culture, as well as a philanthropist of extraordinary generosity. As an artist, he unabashedly embraced the populist and the commercial. As a philanthropist, he ensured that his giving would extend past his death by establishing The Andy Warhol Foundation for the Visual Arts, which received almost the entirety of his estate.

Sale Information

Online Auction Homepage: http://onlineonly.christies.com
Online Viewing: http://www.christies.com/warhol
Bidding Opens: Tuesday, February 26 at 10 am (EST)
Bidding Closes: Tuesday, March 5 starting at 10 am (EST)
Payment: By credit card only, due by 11:59 pm (EST) 3/7/2013
Viewing: by appointment only, +1 212-707-5914  warhol@christies.com

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 bids 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.

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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