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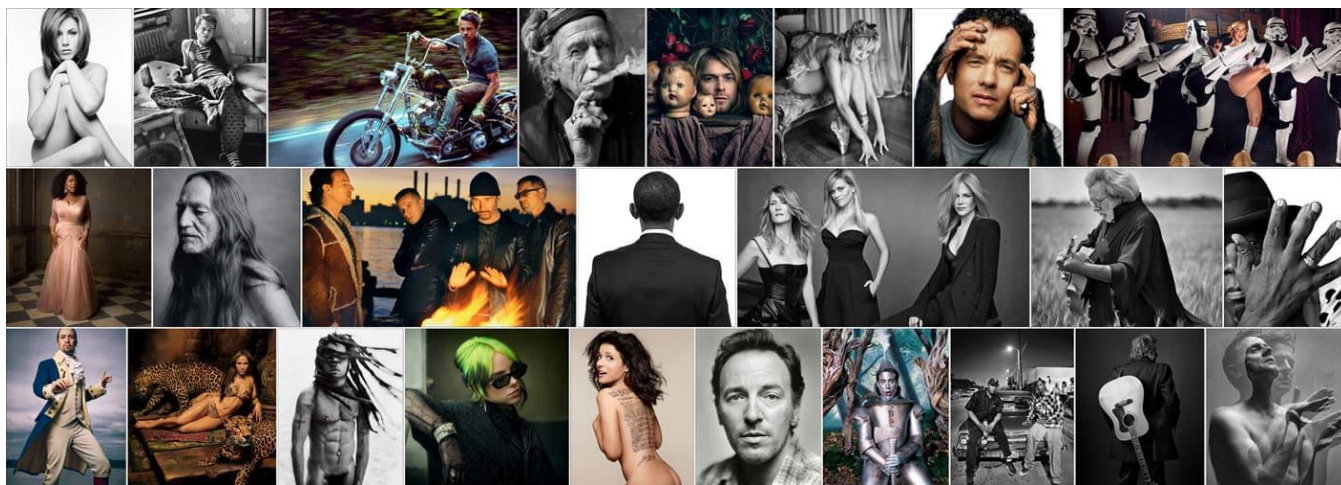
CHRISTIE'S

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PRESS RELEASE | NEW YORK
FOR IMMEDIATE RELEASE: 20 MAY 2020

INTRODUCING RADART4AID

CHRISTIE'S, MARK SELIGER AND RAD PARTNER TO RAISE FUNDS FOR COVID-19 CHARITIES



SPECIAL ONLINE-ONLY AUCTION OF PHOTOGRAPHER MARK SELIGER'S MOST UNFORGETTABLE CELEBRITY PORTRAITS OPENS FOR BIDDING MAY 28

**25 LIMITED-EDITION PORTRAITS CAPTURE ICONIC MOMENTS WITH JENNIFER ANISTON,
LEONARDO DICAPRIO, BILLIE EILISH, JENNIFER LOPEZ, LIN-MANUEL MIRANDA,
PRESIDENT BARACK OBAMA, BRAD PITT, KEITH RICHARDS, OPRAH WINFREY, AND MORE**

**100% OF THE PROCEEDS OF SALE TO BE DIRECTED TO COVID-19 RELATED CHARITIES
OF EACH CELEBRITY'S CHOICE**

NEW YORK (MAY 20, 2020) — Christie's, Mark Seliger Studio, and RAD (Red Carpet Advocacy) are thrilled to announce a new joint fundraising and advocacy campaign, RADArt4Aid, a dedicated global auction to benefit multiple COVID-19 relief organizations. Award-winning American photographer Mark Seliger, known for iconic portraits of politicians, musicians, actors and celebrities featured on the covers of Rolling Stone and Vanity Fair, is kindly contributing limited-edition prints from his own archives to a special philanthropic auction at Christie's, with the goal of raising as much money as possible for charity during these unprecedented times. RAD is producing the campaign and driving advocacy for the benefitting charities.

The auction will feature 25 of Seliger's most-celebrated portraits, including: Jennifer Aniston, Mikhail Baryshnikov, Johnny Cash, Kurt Cobain, Laura Dern, Leonardo DiCaprio, Dr. Dre, Billie Eilish, Tom Hanks, John Lee Hooker, Lenny Kravitz, Jennifer Lopez, Julia Louis-Dreyfus, Jerry Garcia, Courtney Love, Lin-Manuel Miranda, Willie Nelson, Brad Pitt, President Barack Obama, Keith Richards, Nicole Kidman, Jerry Seinfeld, Snoop Dogg, Bruce Springsteen, Amy Schumer, U2, Oprah Winfrey, and Reese Witherspoon. 100% of the proceeds from the auction of each portrait will be donated to the subject's charity of choice, to raise awareness and vital funds for organizations that support relief for victims, front-line workers, and those impacted by the

COVID-19 pandemic. Where possible, the portraits include a signed note from the sitter as a personal thank-you to the successful bidder.

Selected charities to receive proceeds from the portrait sales include: America's Food Fund, American Red Cross, Broadway Cares/Equity Fights AIDS' COVID-19 Emergency Assistance Fund, Community Food Bank of New Jersey, Direct Relief, Get Us PPE, Good+Foundation, Hidden Heroes, The Let Love Rule Foundation, Meals on Wheels, Middle Way House, The National Association of Free & Charitable Clinics, New York Cares, The Prince's Trust, Support + Feed, and World Central Kitchen, amongst others.

The auction opens for bidding May 28 and runs through June 12, with all browsing and bidding conducted entirely online. In addition, Christie's and Mark Seliger Studio (in association with Beekman Social and Lund & Partners) have partnered to produce accompanying videos and content that will reveal the never-before told stories behind the photo shoots that produced these extraordinary portraits.

Photographer Mark Seliger commented: *"My career has been built on connecting with and understanding people and their stories with the desire to represent them in a way that is authentic and, in some cases, a bit fantastic. My team and I have curated a special group of prints for this auction that illustrate some of my favorite subjects and moments from the last 30 years. Art and creativity as a source of love, introspection, and joy have persevered through every tragedy we've faced together, and I trust they will continue to inspire us as we work through this pandemic. Thank you to everyone who contributes to making this auction a success; in doing so, you will have a significant impact in helping those in need."*

RAD Co-founders Carineh Martin and Arianne Phillips added: *"We are so pleased to announce that we have partnered with one of the world's most prestigious and influential auction houses for our largest and most philanthropically diverse campaign: **RADArt4Aid**. When Mark asked us to collaborate on a retrospective sale to benefit COVID-19 relief, we knew Christie's would be the perfect partner to help us raise critical funds for the many incredible charities on the frontlines of this crisis. Activating a network of our altruistic and high-profile friends to help people in need is what RAD was founded upon and we're deeply honored to bring together such a purposeful and dynamic coalition to support our mission."*

Christie's President, Americas Jennifer Zatorski commented: *"Christie's is committed to supporting organizations large and small in their efforts to raise awareness and critical funds for COVID-19 relief. In partnership with the many inspiring personalities who are his subjects, Mark Seliger and RAD have together created a unique and broadly-appealing fundraising opportunity that we are delighted to introduce to Christie's global community of collectors on May 28."*

RADArt4AID will be presented as a special addition to Christie's themed online-only sale of Post-War and Contemporary Art entitled "Virtue". RADArt4Aid opens for preview and bidding on May 28, and remains open for bids through June 12. All browsing and bidding is entirely online and accessible 24 hours a day, 7 days a week through Christie's website, mobile device, and Christie's app and all payment is by credit card.

Philanthropic Auctions at Christie's

Christie's is known throughout the industry as the auction house of choice for charitable sale partnerships. In recent years, Christie's has successfully hosted high-profile auctions to benefit charitable causes, including Global Wildlife Conservation, The 11th Hour Auction, Artists for Haiti, the Green Auction series, and many more. In May 2018, Christie's partnered with the Rockefeller family to sell the landmark collection of the late Peggy and David Rockefeller on behalf of designated charities and raised a record \$835 million through a dedicated series of live and online auctions. Globally, Christie's is doing its part to combat outcomes of the COVID-19 pandemic, collaborating with the arts and wider communities to support fundraising activity and practical assistance for those in need. Most recently, Christie's announced a partnership with amfAR to host a dedicated fundraising auction to support the newly-established amfAR Fund to Fight COVID-19.

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LINKS AND HASHTAGS:

Sale site: www.christies.com/RADArt4Aid

Hashtag: #RADArt4Aid

Instagram: @radvocacy @markseliger @ChristiesInc

About RAD

RAD creates authentic, purpose-driven partnerships to raise money and awareness for charities. Founded by luxury marketing veteran, Carineh Martin, and triple academy award-nominated costume designer, Arianne Phillips, RAD designs culturally relevant advocacy campaigns that leverage influential global platforms to drive social progress. 100% of all money raised by RAD is donated to charity. www.wearerad.org @radvocacy

About Mark Seliger

Mark Seliger was born in Amarillo, Texas. He attended Houston's High School for Performing & Visual Arts and East Texas State University. He was Rolling Stone's Chief Photographer from 1992-2002, where he shot over 150 covers. From 2002-2012, he was on contract with Condé Nast where he shot regularly for Vanity Fair and GQ. Seliger now shoots frequently for Vanity Fair, Italian Vogue, Harper's Bazaar, Elle and many other magazines. In addition, he shoots advertising work for Adidas, Apple, Dom Perignon, Levi's, Netflix, Ralph Lauren, Ray-Ban and many more.

Seliger is the recipient of such esteemed awards as the Alfred Eisenstaedt Award, Lucie Award, Clio Grand Prix, Cannes Lions Grand Prix, The One Show, ASME, SPG, and the Texas Medal of Arts Award. Seliger's work has been exhibited in museums and galleries around the world. His photographs are part of the permanent collection of the National Portrait Gallery at the Smithsonian Institution in Washington, D.C., the Museum of Fine Arts in Houston, and the National Portrait Gallery in London.

About Christie's

Christie's, the world's leading art business, had auction sales in 2019 that totalled £4.5 billion / \$5.8 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Christie's offers around 350 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 & Contemporary, Impressionist & Modern, Old Masters and Jewellery.

Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

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