



Press Release

GAGOSIAN GALLERY

Kaikai Kiki Co., Ltd.

CHRISTIE'S

For Immediate Release
October 11, 2011

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newoday

Christie's Joins with Takashi Murakami's Kaikai Kiki Co., Ltd. To Benefit Victims of Japan's Tohoku-Pacific Earthquake

Preview at Gagosian Gallery, Madison Avenue
October 26th - 28th



Takashi Murakami
New day: Face of the Artist, 2011
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**Auction at Christie's New York November 9th
of Important Works Donated by
Noted Contemporary Artists Will Fund Continuing Relief Effort**

**Zeng Fanzhi, Mark Grotjahn, Damien Hirst, Thomas Houseago, KAWS, Jeff Koons,
Friedrich Kunath, Mr., Takashi Murakami, Yoshitomo Nara, Gabriel Orozco, Anselm
Reyle, Cindy Sherman, Aya Takano, Luc Tuymans.**

Post War and Contemporary Art 9 November 2011

New York – Christie's is proud to join with Takashi Murakami and Kaikai Kiki Co., Ltd. to provide support for the victims of the March 11, 2011 Tohoku-Pacific earthquake in Japan by dedicating a special section of a forthcoming New York auction to the continuing relief effort. The special auction section is expected to reach \$5 million. Proceeds from the sale, including works made by some of the biggest names in contemporary art selected personally by Murakami, will be contributed to **The Sasakawa Peace Foundation, Global Giving** and **International Medical Corps**, providing relief to the survivors of the catastrophe, the effects of which continue to be devastating.

Takashi Murakami comments: *"The damage which resulted from the recent earthquake was great and yet, there are other disasters occurring somewhere in the world every day. If we do not address the root causes of the chaos which arises from these disasters, both natural and man-made, then our problems will continue reoccurring and their severity will only grow worse, eating further away at the heart and mind. It is with the goal of engaging people in a shared understanding of this catastrophic state of affairs that I hold this event; if an art auction can serve as the impetus for such understanding, then I am hopeful that we can make our present hardship worthwhile. I want to thank Mr. Francois Pinault, who supported the idea from the beginning, and Christie's for making this event happen."*

Amy Cappellazzo, Chairman, Post-War and Contemporary Development at Christie's declared *"Christie's is thrilled, happy and proud to be part of this amazing philanthropic venture for such an important charitable event with Takashi Murakami. The quality of works of art highlights the generosity of the many artists who donated pieces. Charity is an important component of our work at Christie's, but also in the contemporary art community as a whole. We are honored to help lift the lives and spirits of those in Japan after the tragedies that happened a few months ago by hosting such a top quality sale."*



We are also proud to announce a special appearance by Oscar-nominated actor Ken Watanabe on the day of the auction. **Mr. Watanabe will open the sale with a reading of a Japanese poem**, selected especially for the occasion. Mr. Watanabe's appearance comes with the cooperation of the Japanese website and initiative Kizuna311, which was launched after the disasters to offer moral and emotional support to those affected.

PRESS CALL with Takashi Murakami

Thursday, October 27, at 4pm

GAGOSIAN GALLERY

980 Madison Avenue
New York, NY 10075

RSVP: Capucine Milliot cmilliot@christies.com +1 212 641 5078



Takashi Murakami (b. 1962)
And Then, And Then And Then And Then And Then. Yellow Universe
acrylic on canvas mounted on panel
39.1/2 x 39.1/2 in. (100.3 x 100.3 cm.)
Painted in 2011.
Estimate : \$300,000-400,000



Aya Takano (b. 1976)
I had a dream, in the aftermath of the disaster, water was gushing out from the mountains, and formed a pond
acrylic on canvas
44.1/8 x 57.1/4 in. (112 x 145.4 cm.)
Painted in 2011.
Estimate : \$30,000-50,000



Yoshitomo Nara (b. 1959)
Patched Head
acrylic on two attached panels
56.7/8 x 51.1/4 in. (144.4 x 130.1 cm.)
Painted in 2011.
Estimate : \$250,000-350,000



KAWS (b. 1974)
KAWSBOB ENTERS THE STRANGE FOREST
acrylic on canvas
diameter: 60 in. (152.4 cm.)
Painted in 2011.
Estimate : \$30,000-40,000



Anselm Reyle (b. 1970)
Untitled
PVC foil and acrylic on canvas in colored Plexiglas box
28.1/4 x 23.3/4 x 7 in. (71.7 x 60.3 x 17.7 cm.)
Executed in 2011.
Estimate : \$25,000-35,000



Gabriel Orozco (b. 1962)
Samurai Tree 6S
egg tempera and gold leaf on canvas
35.1/2 x 35.1/2 in. (90.1 x 90.1 cm.)
Painted in 2011.
Estimate : \$200,000-300,000



Takashi Murakami (b. 1962)
New day: Kaikai and Kiki, Faces All-Over
acrylic and platinum leaf on canvas mounted on aluminum frame
70 x 70 in. (177.8 x 177.8 cm.)
Executed in 2011.
Estimate : \$450,000-550,000



Damien Hirst (b. 1965)
Untitled (birthday card)
butterflies, cubic zirconia and household gloss paint on canvas
unframed: 82.3/4 x 85 in. (210.1 x 215.9 cm.)
framed: 92.1/4 x 92.3/4 in. (234.3 x 235.5 cm.)
Painted in 2011.
Estimate : \$500,000-700,000



Mark Grotjahn (b. 1968)
Untitled (Eleven Color Variant Separated With White Butterfly 4304)
colored pencil on paper
24.1/8 x 20 in. (61.2 x 50.8 cm.)
Drawn in 2011.
Estimate : \$40,000-60,000



Yoshitomo Nara (b. 1959)
Lone Star
acrylic on two attached panels
56.7/8 x 51.1/4 in. (144.4 x 130.1 cm.)
Painted in 2011.
Estimate : \$250,000-350,000



Mr. (b. 1969)
Okay!!
acrylic on canvas
57.1/4 x 44.1/8 in. (145.4 x 112 cm.)
Painted in 2011.
Estimate : \$30,000-50,000



Takashi Murakami (b. 1962)
New day DOB's Acrobatic Spectacular: Society
acrylic and platinum leaf on canvas mounted on aluminum
frame
59.1/2 x 59.1/4 in. (151.1 x 150.4 cm.)
Painted in 2011.
Estimate : \$350,000-450,000



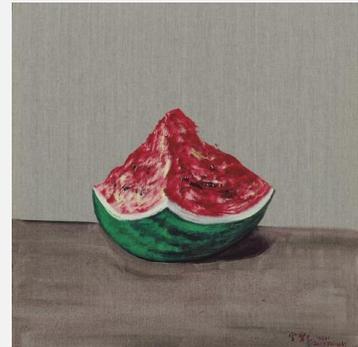
Jeff Koons (b. 1955)
Balloon Monkey Wall Relief (Pink)
silkscreen on stainless steel
103.3/5 x 119.5/6 in. (263.1 x 304.4 cm.)
Executed in 2011. This work is one of five unique versions.
Estimate : \$600,000-800,000



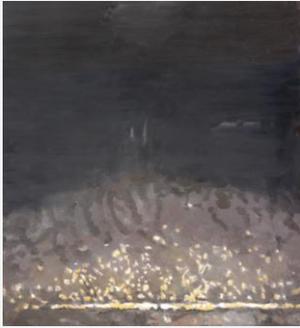
Damien Hirst (b. 1965)
Forget
gold-plated stainless steel, glass and lab aquamarines
22 x 28 in. (55.8 x 71.1 cm.)
Executed in 2010.
Estimate : \$400,000 - 600,000



Yoshitomo Nara (b. 1959)
Hey Ho Let's Go!
acrylic on two attached panels
64.3/4 x 55 in. (164.4 x 139.7 cm.)
Painted in 2011.
Estimate : \$250,000-350,000



Zeng Fanzhi (B. 1964)
Watermelon
oil on canvas
23.5/8 x 23.5/8 in. (60 x 60 cm.)
Painted in 2011.
Estimate : \$60,000-80,000



Luc Tuymans (b. 1958)
Shore
oil on canvas
44 x 40.1/8 in. (111.7 x 101.9 cm.)
Painted in 2011.
Estimate : \$300,000-350,000

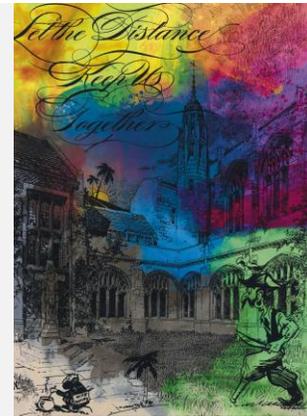


Thomas Houseago (b. 1972)
Midnight Mask III
Tuf-Cal, hemp and iron rebar
32.1/2 x 24.1/2 x 6.1/4 in. (82.5 x 62.2 x 15.8 cm.)
Executed in 2011.
Estimate : \$25,000-35,000

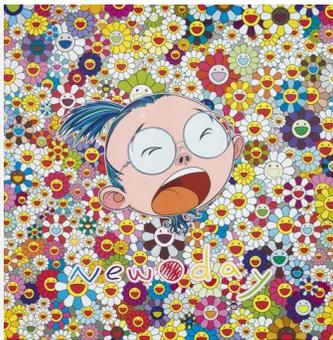


Cindy Sherman (B. 1954)
Untitled--four works
each: gelatin silver print
each: 10 x 8 in. (25.4 x 20.3 cm.)

Executed in 1976-2005. These works are number eight from an edition of twenty.
Estimate : \$60,000-80,000



Friedrich Kunath (b. 1974)
Untitled (Let the Distance Keep Us Together)
India ink, acrylic, lacquer, silkscreen and watercolor on canvas
65.1/2 x 47.1/2 in. (166.3 x 120.6 cm.)
Painted in 2010.
Estimate : \$30,000-50,000



Takashi Murakami (b. 1962)
New day: Face of the Artist
acrylic and platinum leaf on canvas mounted on aluminum frame
59.1/4 x 59.1/4 in. (150.4 x 150.4 cm.)
Painted in 2011.
Estimate : \$350,000-450,000

Viewing - Gagosian Gallery 980 Madison Avenue, New York	October 26 – 28 10am - 6pm	
Press Call - Gagosian Gallery 980 Madison Avenue, New York	October 27 4pm - RSVP	
Pre-sale Exhibition - Christie's New York 20 Rockefeller Plaza, New York	November 4	10am - 5pm
	November 5	10am - 5pm
	November 6	1pm - 5pm
	November 7	10am - 5pm
	November 8	10am - 12pm
Auction - Christie's New York 20 Rockefeller Plaza, New York	November 9	9:30am

Directly following the auction, a press call will take place with Takashi Murakami and Ken Watanabe. Please register to attend the auction at Christie's November 9 at 9:30.

About Christie's

Christie's, the world's leading art business had global auction and private sales in the first half of 2011 that totaled £2.0 billion/\$3.2 billion. In 2010 it achieved global auction and private sales of £3.3 billion/\$5.0 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 conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales 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 has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

www.christies.com

About Kaikai Kiki

Kaikai Kiki is an art enterprise led by Takashi Murakami. Originally founded as Murakami's personal administrative office, the company now operates in many fields stemming from the management and promotion of artists and continues to explore the potential for connecting creativity with society at large.

<http://en.gallery-kaikaikiki.com/>

About Gagosian Gallery

Gagosian Gallery is widely recognized as one of the most influential art galleries in the world. Since its founding three decades ago, the gallery has expanded to eleven spaces in eight cities: New York, Los Angeles, London, Rome, Athens, Paris, Geneva, and Hong Kong. An unparalleled program of historical exhibitions is regularly presented alongside exhibitions of new works by the world's most renowned living artists

www.gagosian.com

About International Medical Corps

Since its inception more than 25 years ago, International Medical Corps' mission has been consistent: relieve the suffering of those impacted by war, natural disaster, and disease, by delivering vital health

care services that focus on training. This approach of helping people help themselves is critical to returning devastated communities to self-reliance.

www.InternationalMedicalCorps.org.

About The Sasakawa Peace Foundation-USA

The Sasakawa Peace Foundation was incorporated on September 24, 1990, in Washington, D.C., as a not-for-profit foundation under clause 501(c)(3) of the Internal Revenue Service Code with a ¥3 billion endowment from the Sasakawa Peace Foundation, Japan. The Foundation's initial mission, to promote understanding between the United States and Japan, was carried out by opening an art gallery and a library in December 1992. In 1997 the Foundation decided to broaden its mission and focus on the Asia-Pacific region as well as Japan. The Foundation closed the art gallery and developed projects to increase awareness of the Asia-Pacific region in the United States. Currently the Foundation maintains a library open to the public, sponsors seminars and conferences on the U.S.-Asia relationship, and supports Asia-related projects.

www.spfusa.org

About GlobalGiving

The world is full of problems. GlobalGiving is full solutions. Solutions run by innovative, grassroots projects and organizations that are working to educate children, feed the hungry, build houses, train women (and men) with job skills, and hundreds of other amazing things.

GlobalGiving is a charity fundraising web site that gives social entrepreneurs and non-profits from anywhere in the world a chance to raise the money that they need to improve their communities. Since 2002, GlobalGiving has raised \$51,303,487 from 218,477 donors who have supported 4,552 projects.

www.globalgiving.org

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www.spfusa.org

About Kizuna311

On March 15, 2011, four days after the March 11 Tohoku-Pacific earthquake, actor Ken Watanabe and screenwriter Kundo Koyama founded the message website kizuna 311 to offer encouragement to the people in the areas affected by the disasters. The site's slogan is "Unity and hope. Together we will prevail and overcome." All contents are contributed on a volunteer basis by people who wish to offer rays of light to the victims of the disasters and our goal is that each element added to the site will create a new kizuna, or bond, to tie us together.

In addition to poetry readings by famous Japanese actors, the site features a wide range of other contents, including art, music, and personal messages. More than a call for help by one artist for his homeland, the benefit section of the auction will be an illustration of the role that art can play in times of crisis.