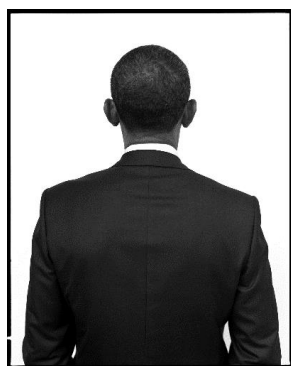


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CHRISTIE'S

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ONLINE SALE RESULTS | 17 JUNE 2020 | FOR IMMEDIATE RELEASE

MARK SELIGER: RADArt4Aid TOTALS \$232,375**ALL PROCEEDS OF 100% SOLD FUNDRAISER TO BENEFIT COVID-19 RELIEF****19 CHARITIES BENEFIT FROM GLOBAL BIDDING, INCLUDING AMERICA'S FOOD FUND, THE NATIONAL ASSOCIATION OF FREE AND CHARITABLE CLINICS, MEALS ON WHEELS, WORLD CENTRAL KITCHEN, NEW YORK CARES AND MORE****NEW WORLD AUCTION RECORD OF \$37,500 SET FOR MARK SELIGER WITH ICONIC PORTRAIT OF PRESIDENT BARACK OBAMA**

Mark Seliger (b. 1959)
[President Barack Obama, Washington, DC, 2010](#)
Estimate: \$10,000-15,000
Price realized: \$37,500



Mark Seliger (b. 1959)
[Jennifer Aniston, Los Angeles, CA, 1995](#)
Estimate: \$5,000-7,000
Price realized: \$16,250



Mark Seliger (b. 1959)
[Brad Pitt, Humboldt, CA, 2014](#)
Estimate: \$5,000-7,000
Price realized: \$15,000



Mark Seliger (b. 1959)
[Dr. Dre + Snoop Dogg, Los Angeles, CA, 1993](#)
Estimate: \$6,000-8,000
Price realized: \$15,000

NEW YORK — Christie's is pleased to report [RADArt4Aid](#), a special fundraising collaboration for COVID-19 relief, totaled **\$232,375**. 100% of the proceeds of sale from the online auction, produced in partnership with award-winning photographer [Mark Seliger](#) and [RAD \(Red Carpet Advocacy\)](#), will benefit 19 charities around the world that support communities impacted by the coronavirus pandemic.

Bidders from the Americas, Asia and Europe converged on Christie's online sale platform to compete for 26 of Seliger's most celebrated portraits, driving the final sale total to **more than twice the pre-sale estimate with every lot sold**. A new auction record price was set for any work by Mark Seliger, with the sale of his iconic and instantly recognizable 2010 portrait of [President Barack Obama](#) which achieved \$37,500. Additional top prices were achieved for [Jennifer Aniston, Los Angeles, CA, 1995](#), which realized \$16,250, against a low estimate of \$5,000; [Brad Pitt, Humboldt, CA, 2014](#) and [Dr. Dre + Snoop Dogg, Los Angeles, CA, 1993](#), both sold for \$15,000, against low estimates of \$5,000 and \$6,000, respectively.

Mark Seliger commented on the sale result: *"I'm very grateful to all the artists and partners involved with this auction. It has been an incredibly fulfilling experience for me and my studio and a truly collaborative effort with RAD, Christie's, Beekman Social and Lund & Partners. I also want to thank the generous collectors and fans from around the world who contributed to these important charities. I hope they enjoy these prints knowing they are benefitting so many people."*

Carineh Martin and Arianne Phillips, co-founders of RAD noted: *"RAD is thrilled with the results from the RADArt4Aid auction and very grateful to Mark Seliger and Christie's for their unwavering support in achieving its extraordinary success."*

Our goal was to raise as much money as possible for our 19 benefitting charities and to use this campaign as an amplification tool to advocate for their critical work. To have so many industries, companies and talents come together with a united purpose has been remarkable and gives us hope for future RAD advocacy campaigns.”

Paola Saracino Fendi, Specialist and Head of Sale, remarked: *“It has been a true pleasure partnering with Mark Seliger and Carineh Martin and Arianne Phillips of RAD on this exciting and meaningful undertaking. We were able to leverage Christie’s trusted online-only sale platform and global reach to create a high-profile platform for this vital fundraising effort, and we are so thankful for the gracious involvement of the artists, musicians and personalities that lent their own voices in support of the charity of their choice.”*

Selected charities to receive proceeds from sale include: The American Red Cross, America's Food Fund, the National Association of Free & Charitable Clinics, New York Cares, The Prince's Trust, World Central Kitchen, UN Women, One Family LA, Direct Relief, Meals on Wheels, Community Food Bank of New Jersey, Get Us PPE, Good+ Foundation, Hidden Heroes, The Let Love Rule Foundation, Middle Way House, Broadway Cares/Equity Fights AIDS' COVID-19 Emergency Assistance Fund, Support + Feed, and Pieta. The charities were selected by Seliger in partnership with the subject of each portrait. Where possible, the winning bidder will receive a signed note from the sitter as a personal thank-you for supporting RADArt4AID.

The auction featured portraits of Jennifer Aniston, Mikhail Baryshnikov, Johnny Cash, Kurt Cobain, Laura Dern, Leonardo DiCaprio, Dr. Dre, Billie Eilish, Tom Hanks, John Lee Hooker, Lenny Kravitz, Kendrick Lamar, 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.

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. In July, Christie's will continue its fundraising efforts for COVID-19 relief by partnering 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: @radvacy @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 @radvacy

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. Since 2002, he has worked with Condé Nast where he shoots regularly for Vanity Fair and GQ. In addition, he shoots advertising work for Apple, Dom Perignon, Levi Strauss, Netflix, Ralph Lauren, Ray-Ban, Rolex 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. His work has been exhibited in museums and galleries around the world, and 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, 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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