

**PHILLIPS de PURY & COMPANY TO AUCTION HISTORIC COLLECTION OF 4,363
SWATCH WATCHES IN HONG KONG**

HIGHLIGHTS VIEWING:

September 17 - 22, 2011

**Phillips de Pury & Company
450 Park Avenue, New York, NY**

October 18 - 25, 2011

**Phillips de Pury & Company
Howick Place, London, UK**

November 5 - 10, 2011

The Swatch Art Peace Hotel Shanghai

AUCTION:

November 24, 2011

9PM Hong Kong | HKT

1PM London | GMT

9AM New York | EST

Four Seasons Hotel, 8 Finance Street, Hong Kong

Phillips de Pury & Company is proud to announce the forthcoming auction of an extraordinary collection of Swatch watches. The SWATCH BLUM COLLECTION will be sold as a single lot, the final lot of an 8 lot auction. One of the most complete collections of its kind, this fascinating assembly of 4,370 items includes a large number of prototypes, hybrids and production variants never offered for sale. Many of the rare prototypes date from the exciting development period immediately prior to commercial release of the first Swatch watches in the early 1980s. It also includes 7 posters by **Sam Francis, Mimmo Paladino VIP Names, Kiki Poster, Draft Lady-Watches, US-Collection 1982, Olympic Logo 1990, Olympic Logo 1990**. Artworks from the SWATCH archives will be featured in the preceding lots, including works by Alessandro Mendini and Paolo Pininfarina. The sale also includes the famous Special Edition Helmut Newton Swatch, from an edition of 100 which was produced in 2003 and is based on the image *California Fingernails* taken by Newton in 1981. To commemorate the collaboration with SWATCH, Phillips de Pury & Company has commissioned a limited edition watch which will be sold in the auction. A white minute-hand in the shape of an auction gavel contrasts the otherwise entirely black watch.

“When the Swatch was introduced in 1983 it was a revolutionary concept and an instant success. Today, 28 years since its introduction, Swatch continues to be a vibrant, cool, fun watch and fashion accessory and is an important part of the cultural history of our times. Despite its numerous fans around the world, nobody, including Swatch, had succeeded in amassing the ultimate, most comprehensive collection of Swatches including all special editions and countless prototypes than the late Mr. Peter Blum. Phillips de Pury & Company prides itself on being entirely focused on contemporary culture and lending support to Swatch in

disposing this historic collection fits right into that remit.” Simon de Pury, Chairman Phillips de Pury & Company.

Assembled by the Swiss businessman Peter Blum and his wife, Linda, the collection contains notable examples of the celebrated relationship between SWATCH and art, including **Mimmo Paladino's** famous *Oigol Oro*; a set comprising **Alfred Hofkunst's** *Verduhra*, *Guhrke* and *Bonjuhr*, each watch signed by the artist; and ten unique Swatch watches, including six prototypes, created by **Kiki Picasso**. American painter **Keith Haring's** collaboration with Swatch is represented in the collection by a set of the four production models released in the United States—*Modele avec Personnage*, *Milles Pattes*, *Serpent* and *Blanc sur Noir*—along with a number of prototypes and variants. Additional highlights include Swatch Puff, the first (of only 120 pieces produced), **Rudolph Moshhammer's** *Feathers*, and a special Jelly Fish designed and signed by Andrew Logan.

PHILLIPS de PURY & COMPANY

Founded in London in 1796, Phillips de Pury & Company is an international art company that conducts auctions of Contemporary Art, Design, Photographs, Editions and Jewelry, as well as private sales and selling exhibitions. As the only international auction house to concentrate on contemporary culture, Phillips de Pury & Company has established a position within the art world as the contemporary tastemaker conducting sales and exhibitions in New York and London.

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