

CHRISTIE'S
PRESS RELEASE | DUBAI
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CALLIGRAFFITI

**THREE LOUIS VUITTON TRUNKS OVER-PAINTED BY
TUNISIAN URBAN 'CALLIGRAFFITI' ARTIST EL SEED
TO BE SOLD BY CHRISTIE'S DUBAI
TO BENEFIT START - OCTOBER 30**



El Seed, (Tunisian, b. 1981), *Untitled (Blue)*.
Estimate: AED 37,000-55,000 / \$10,000-15,000

Christie's 15th sale season in Dubai: 24-30 October 2013
Sponsored by Zurich

Dubai – Arabic 'calligraffiti' artist eL Seed has collaborated with Louis Vuitton to create unique designs across three of their signature trunks which will be auctioned to benefit START, a Middle East-based educational charity for children with special needs. The cases, which are being sold individually with estimates from \$8,000-15,000, will be part of Christie's fall sale of

Modern and Contemporary Arab, Iranian and Turkish art sales in Dubai to be held at the Jumeirah Emirates Towers Hotel in Dubai, on October 30th.

Franco-Tunisian street artist eL Seed was invited in March 2013 to participate in Louis Vuitton's 'Foulards d'Artistes' project, to customize three iconic Alzer hard-sided trunks. Inspired by Arabic calligraphy, and using acrylic and spray paint, eL Seed imagines the graceful swirls of this ancestral art overlaying the monogram pattern of the three unique trunks in pink, blue and gold. eL Seed is currently working in Qatar creating 52 panels on the Salwa Road and was also part of the Tour Paris 13 project which made headlines around the world.

About Start

START is a non-profit organisation established by Art Dubai and the Al Madad Foundation, running art workshops for refugees, orphans and children with special needs across the Middle East and India. Our mission is to heal and educate children who have suffered with war, pain and loss. Our vision is for children and young adults to create a future as rich and free as their imagination. We run over 50 workshops for over 1,000 underprivileged children every week. We work in refugee camps, orphanages and special needs centers across Jordan, Lebanon, Palestine, India and the UAE. We organize for international artists teach and mentor the children in our workshops. We need your support. These children need us, these children need you. Your support sustains our programme, helping the children already in our workshops. Your support will allow us to reach more children, changing more lives, bringing more hope. www.startworld.org

About eL Seed

Born to Tunisian parents in the suburbs of Paris, eL Seed spent his formative years juggling different cultures, languages, and identities. eL Seed's recent projects have taken him to southern Tunisia; South Africa, and Australia ; he presented his first European solo exhibit in October 2012, and is now in Doha, Qatar, working on one of his biggest mural projects to date for Qatar Museum Authority.

About Louis Vuitton

Since 1854 Louis Vuitton has never stopped nurturing the relationship between craftsmanship and design. Many artists, from Stephen Sprouse to Yayoi Kusama, from Takashi Murakami to Richard Prince, under the impetus of Marc Jacobs, have collaborated on special projects, making a bag, scarf, or shoe into a desirable collector's item. Founded in Paris in 1854, Louis Vuitton is synonymous with the Art of Travel. Its iconic trunks, luggage and bags have accompanied journeys throughout time.

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SALES:

- Christie's inaugural Part III Middle Eastern Art sale (online-only) will be open for bidding from 24 October to 11 November 2013
- Christie's auction of Modern and Contemporary Arab, Iranian and Turkish Art, takes place at the Jumeirah Emirates Towers Hotel on Tuesday and Wednesday, 29 & 30 October 2013 at 7.00pm
- Christie's Watch sale will take place on Tuesday 29 October at 8.00pm

PRESS CONFERENCE AND VIEWING TIMES:

- Press Conference and Viewing: Sunday 27 October at 11.30am

- Viewing is open to the public at the Jumeirah Emirates Towers Hotel:
 Sunday 27 October: 2pm to 10pm
 Monday 28 October: 2pm to 10pm
 Tuesday 29 October: 10am to 1.30pm (selected lots)
 Wednesday 30 October: 10am to 12noon (selected lots)
- For catalogues and further information, please telephone +971 4425 5647

View our short film about Christie's in the Middle East:

<http://www.christies.com/features/a-history-of-christies-in-the-middle-east-2400-3.aspx>

About Zurich

Zurich Insurance Group (Zurich) is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt program (ZURVY) which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in the first half of 2013 that totaled £2.4 billion/ \$3.68 billion. In 2012, Christie's had global auction and private sales that totaled £3.92 billion/\$6.27 billion making it the highest annual total in Christie's history. 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 £465.2 million (\$711.8 million) in the first half of 2013, an increase of 13% on the previous year, and for the third successive year represents the highest total for the period in both company and art market history.

Christie's has a global presence with 53 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai 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*