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GROUND-BREAKING AUCTION OF NEW WORKS BY DAMIEN HIRST

-- *BEAUTIFUL INSIDE MY HEAD FOREVER* --



The Dream (estimate: £2,000,000-3,000,000)

MONDAY, 28 JULY, 2008 --- Work on *Beautiful Inside My Head Forever* – a major auction of new works by Damien Hirst - has progressed and the full scope of this ground-breaking auction can now be revealed.

Including a whole new body of work that covers the complete range of Hirst's output and more, the auction will run over two days, commencing with an Evening Sale on **Monday, 15 September**, and continuing throughout the following day (**Tuesday, 16 September**) with a morning and afternoon session. The two day sale, which will include 223 lots, is expected to realise a sum in excess of £65 million. Estimates* will range from around £15,000-20,000 (for a range of new drawings) up to the £8,000,000-12,000,000 estimate attached to *The Golden Calf* - the monumental and arresting centre-piece of the sale. Among the works to be offered will be new and exciting variations on many of the key themes that have defined Hirst's work to date.

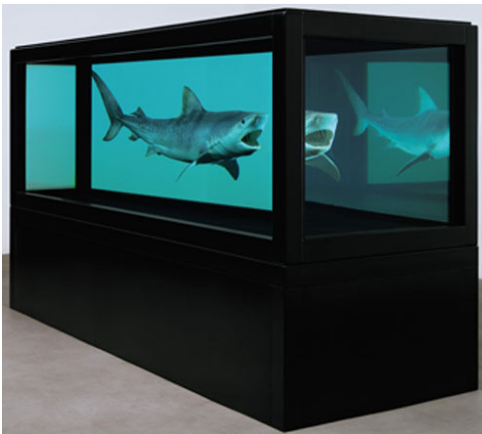
Formaldehyde sculptures which have never been seen in public before

The Golden Calf (lot 13, Evening Sale)

calf, 18 carat gold, glass, goldplated steel, silicone and formaldehyde solution with Carrara marble plinth
398.9 by 350.5 by 167.6cm
executed in 2008
£ 8,000,000-12,000,000
€ 10,120,000-15,180,000
US\$ 15,800,000-23,690,000



© Damien Hirst. Photo Credit: Prudence Cumming



The Kingdom (lot 5, Evening sale)

tiger shark, glass, steel, silicone and formaldehyde solution with steel plinth
214 by 383.6 by 141.8cm.
executed in 2008
£ 4,000,000 - 6,000,000
€ 5,060,000-7,590,000
US\$ 7,900,000-11,850,000

The Dream (lot 110, Morning Sale)

foal, glass, steel, resin, silicone and formaldehyde solution
231 by 332.6 by 138.1cm.
executed in 2008
£ 2,000,000-3,000,000
€ 2,530,000-3,800,000
US\$ 3,950,000-5,930,000
(Detail on front page)



The Incredible Journey (lot 211, Afternoon Sale)

zebra, glass, steel, silicone, and formaldehyde solution
208.6 by 322.5 by 108.8cm
executed in 2008
£ 2,000,000-3,000,000
€ 2,530,000-3,800,000
US\$ 3,950,000-5,930,000

Gold

Gold features strongly in the sale, for which Hirst has produced a glittering range of new works:

Aurothioglucose (lot 7, Evening Sale)

household gloss and enamel

paint on canvas

172.7 by 274.3cm.

executed in 2008

£ 400,000-600,000

€ 510,000-760,000

US\$ 790,000-1,190,000



Memories of / Moments With You

(lot 11, Evening Sale)

gold-plated steel and glass with
manufactured diamonds, diptych

91 by 137.2 by 10cm.;

executed in 2008

£800,000-1,200,000

€ 1,020,000-1,520,000

US\$ 1,580,000-2,370,000



Unknown Pleasures (lot 206, Afternoon Sale)

engraved with signature, title and date 2008 on the reverse
glass and gold-plated steel with manufactured diamonds

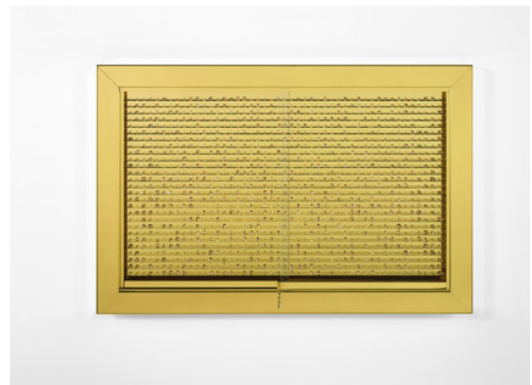
91 by 137.2 by 10cm.

35 7/8 by 54 by 4in.

£400,000-600,000

€ 510,000-760,000

US\$ 790,000-1,190,000



The Rose Window, Durham Cathedral

(lot 27, Evening Sale)

butterflies and metallic paint

on canvas in artist's frame

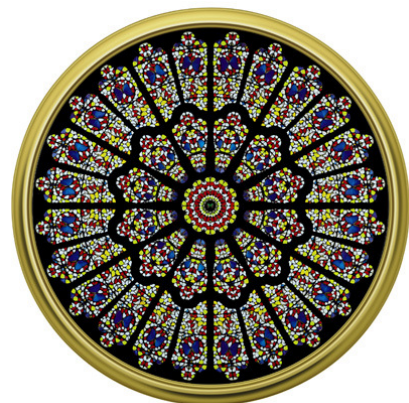
diameter: 270cm.

executed in 2008

£700,000-900,000

€ 890,000-1,140,000

US\$ 1,390,000-1,780,000



A new range of spin paintings, incorporating skulls

***Beautiful Helios Hysteria Intense Painting
(with Extra Inner Beauty) (lot 227, Afternoon Sale)***

household gloss on canvas
diameter: 45.7cm.
executed in 2008
£ 60,000-80,000
€ 76,000-102,000
US\$ 119,000-158,000



The Day Sale

With some 160 or so works to be offered in the course of the morning and afternoon sessions, the Day Sale will bring to the market a wealth of new works – across a wide range of estimates – embracing everything from spot paintings and drawings to butterfly glosses and grids, and more:

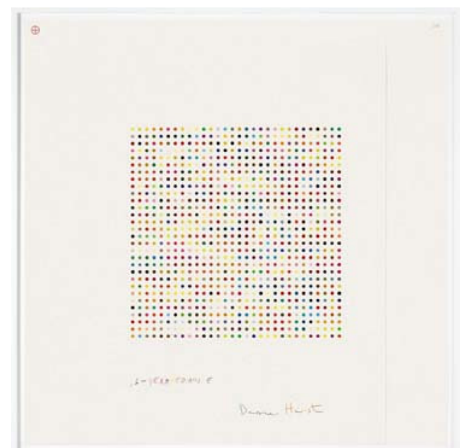
Psalm 28: Ad te, Domine. (lot 102, Day Sale)

signed, inscribed *28th Psalm*,
dated 2008 and affixed with
Psalm text on the backing
board
butterflies and household
gloss on canvas
45.7 by 45.7cm.
£ 60,000-80,000
€ 76,000-102,000
US\$ 119,000-158,000



1,6 - Hexanediamine (lot 107, Day Sale)

coloured pencil on paper
123.9 by 123.9cm.
executed in 2008
£ 30,000-40,000
€ 38,000-51,000
US\$ 59,500-79,000



The Charity Element

Coinciding with the 20th anniversary of the celebrated *Freeze* exhibition curated by Hirst in London, which launched the careers of Hirst and his contemporaries, *Beautiful Inside My Head Forever* affirms Hirst's position as a boundary breaker and as an artist who has never worked in the traditional vein. At the same time, the sale re-affirms Hirst's continued commitment to the support of charitable causes.

In February this year, Hirst joined forces with singer Bono to spearhead the (RED) auction - a record-breaking sale held at Sotheby's in New York, whose purpose was to raise money for the United Nations Foundation to support HIV/AIDS relief programs in Africa, conducted by The Global Fund to Fight AIDS, Tuberculosis and Malaria. The sale, which included works donated by artists such as Anish Kapoor, Marc Quinn, Marc Newson, Keith Tyson, Takashi Murakami and Banksy, realised \$42.58 million - making it the most successful charity auction of contemporary art ever staged.

Continuing that tradition, September's sale will include four works to be sold to benefit charities especially designated by Hirst. They are:

- *Beautiful Love Demelza Painting with Beautiful Butterflies* (lot 30, est: £400,000-600,000) to be sold to benefit Demelza, Hospice Care for Children: <http://www.demelzahouse.org/>
- *Beautiful Love Survival Painting with Beautiful Butterflies* (lot 8, est: £400,000-600,000) to be sold to benefit Survival International: <http://www.survival-international.org/>
- *Beautiful Love Strummerville Painting with Beautiful Butterflies* (lot 109, est: £400,000-600,000) to be sold to benefit Strummerville - the Joe Strummer foundation for new music - aiming to create new opportunities for aspiring musicians: <http://www.strummerville.com/>
- *Beautiful Love Kids Co Twenty-Five to Ten Painting with Beautiful Butterflies* (lot 209, est: £400,000-600,000, illustrated right), to be sold to benefit Kids Company - a charity founded by Camila Batmanghelidjh in 1996 in order to provide practical, emotional and educational support to vulnerable inner-city children and young people: <http://kidsco.org.uk/>



Alongside these will be:



- *Bill with Shark* (lot 203, est: £200,000-300,000) - an oil painting, to be sold on behalf of the Bill & Melinda Gates Foundation, based on a photograph by Jean Pigozzi, showing Bill Gates looking at shark-in-formaldehyde sculpture by Hirst. Proceeds from the sale of the work will benefit the Bill & Melinda Gates Foundation, which aims to help reduce inequities in the United States and around the world: www.gatesfoundation.org

Quotes

Damien Hirst said: *“After the success of the Pharmacy auction, I always felt I would like to do another auction. It’s a very democratic way to sell art and it feels like a natural evolution for contemporary art. Although there is risk involved, I embrace the challenge of selling my work in this way. I never want to stop working with my galleries. This is different. The world’s changing, ultimately I need to see where this road leads.”*

Cheyenne Westphal, Chairman Contemporary Art Sotheby’s Europe and Oliver Barker, Sotheby’s Senior International Specialist, said: *“Damien Hirst is the leading artist of his generation. The extraordinary body of new work to be showcased at Sotheby’s is among his best yet: ambitious, exquisite and incredibly powerful.”*

Jay Jopling said: *“Damien has always been a mould breaker and I’ve stood alongside him in all his ventures including his strategic forays into the auction world, which have certainly helped to broaden his market. 8,601 flawless diamonds notwithstanding, ours has never been a traditional marriage and I look forward to many more adventures to come.”*

Gagosian Gallery said: *“As Damien’s long-term gallery, we’ve come to expect the unexpected. He can certainly count on us to be in the room with paddle in hand.”*

Preview Dates:

5 – 15 September 2008

Auction

Monday, 15 September 2008: 7 pm, Evening Sale

Tuesday, 16 September 2008: 11am, Morning session

2.30pm, Afternoon session

An interview with Damien Hirst will be posted on www.sothebys.com as of Wednesday, 6 August 2008

Notes to Editors:

Auction Record:

Damien Hirst’s medicine cabinet, *Lullaby Spring* (2002) sold at Sotheby’s in London for £9.65 million in June 2007, at the time, a record for any work by a living artist.

Damien Hirst Biography:

Damien Hirst was born in 1965 in Bristol, UK. He grew up in Leeds before graduating with a BA in Fine Art from Goldsmiths College, London where he was the dominant figure of a generation of British artists. In 1988, he curated the Goldsmiths exhibition, Freeze, in a warehouse in Surrey Docks, East London. He lives and works in London, Devon and Mexico. He has participated in numerous group exhibitions including Into Me/Out of Me, P.S.1 Contemporary Art Center, New York (2006), In-A-Gadda-Da-Vida, Tate Britain, the 50th Venice Biennale (2003) and Century City, Tate Modern (2001). Solo exhibitions include Astrup Fearnley Museet fur Moderne Kunst, Oslo (2005), Museum of Fine Arts, Boston (2005), Archaeological Museum, Naples (2004) and *In the darkest hour there may be light* (2006) works from Damien Hirst’s Murderme collection, curated by the artist, Serpentine Gallery, London. He received the DAAD fellowship in Berlin in 1994 and the Turner Prize in 1995. In August 2007, his diamond-encrusted skull, *For the Love of God*, sold for £50 million.

The Pharmacy Sale:

All 168 lots offered in the *Pharmacy* auction at Sotheby’s London in October 2004 sold, raising a total of £11,132,180 (\$20,063,528) – a figure far in excess of the pre-sale estimate of £3.5-4.9 million. Damien Hirst’s international status attracted more than 500 people into the saleroom, many of whom spent the hour before the sale queuing on New Bond Street eager to bid for a piece of *Pharmacy*’s history. The sale featured the entire range of objects that Hirst designed for the Pharmacy restaurant, including butterfly and pill paintings, pharmacy wallpaper, large medicine cabinets, martini glasses and even ashtrays.

IMAGES AVAILABLE VIA EMAIL / *Estimates do not include buyer’s premium