

SIR JONATHAN IVE AND MARC NEWSON
COLLABORATE WITH BONO ON
(RED)TM AUCTION
CELEBRATING MASTERWORKS OF
DESIGN AND INNOVATION



Collection curated by the legendary designers will be sold at
Sotheby's New York on 23 November 2013 with
Proceeds going towards the fight against AIDS in Africa

AUCTION WILL BE LED BY TWO NEW AND UNIQUE WORKS
CREATED BY IVE AND NEWSON AND
PRODUCED BY LEICA AND NEAL FEAY STUDIO

Other highlights include icons of design by Hermès,
Range Rover, FLOS, Valextra, Corning, Louis Vuitton, Dom Pérignon,
Steinway & Sons, Azzedine Alaïa and Jaeger-LeCoultre



**Steinway & Sons Unique “Red Pops For (RED)”
Parlor Grand Model A Piano
Customized by Jony Ive and Marc Newson**

NEW YORK, 9 September 2013 - Two of the world's foremost design pioneers, Sir Jonathan Ive, KBE, and Marc Newson, CBE, have collaborated with musician and philanthropist Bono to organize a (RED) Auction celebrating the very best of design and innovation. Jony and Marc have spent the past year and a half curating the collection, which comprises objects from disciplines as diverse as space travel and lighting design to contemporary art and rare automobiles, all unified and distinguished by their excellence and

innovation. Proceeds from the 23 November 2013 sale at Sotheby's New York will benefit The Global Fund to fight AIDS, Tuberculosis and Malaria.

Sir Jonathan Ive, Senior Vice President of Design at Apple, said, “It's been a fantastic honor to curate this collection of objects with Marc for the auction at Sotheby's. Each piece represents the value of thoughtful design. What we create for each other is not only a comment on our culture but of course in many ways defines it. (RED) is making a difference in the lives of millions of people and we're humbled to make this contribution to such an important and worthy cause.”

"It's been a thrilling journey for Jony and me to curate this collection of pieces that celebrate extraordinary design that we love, that transcends all boundaries of time and place. These objects were each conceived to resolve a singularly focused challenge, yet have subsequently achieved a cultural significance that's above and beyond their initial functionality. Each object and the process of creating it conveys a rich set of human values, so it seems fitting that they should be auctioned with a different sense of human value in mind, to raise as much as possible to help people's lives today," **said Marc Newson.** “We'd like to thank our partners for their sincere generosity and for giving so gladly and willingly.”



**Dom Pérignon Œnothèque 1996
Magnum in Custom Red Cooler
by Jony Ive And Marc Newson**

The auction will feature icons of design selected by Jony and Marc, works that were personally customized by the pair and, finally, two new and unique items created by Ive and Newson specifically for this special benefit event.



18k Solid Rose Gold Apple EarPods Customized by Jony Ive and Marc Newson

Leading the auction are the two items designed in their entirety by Jony and Marc – *a unique Leica Digital Rangefinder Camera*, which is, in and of itself, a feat of extraordinary engineering, and *a unique aluminum desk produced by Neal Feay Studio*. Joining these editions labeled 01/01 and specifically produced for the (RED) Auction are: a *Steinway & Sons Parlor Grand Piano* and a *2012 Range Rover*, both customized by Jony and Marc; a unique version of *Hermès’ iconic Cavale saddle created in red leather with custom red stitching*; a *one-of-a-kind pair of classic Apple EarPods in solid rose gold*; a *Russian cosmonaut suit*; a *pair of Damien Hirst ‘Spin Chairs’ designed by Jasper Morrison*; a *custom Jaeger-LeCoultre Atmos “561” Clock with unique red accents created for the auction*; and a *Dom Pérignon Cœnothèque 1966 Magnum with custom red foil label, red ice bucket cooler and limited edition protective case*.

Bono said, “When you think of Jony and Marc, you think of design which is both iconic and sublime. Those two words can be applied to the unique collection of objects on the auction block this November. Each bang of that hammer will be raising critical dollars to fight AIDS... by getting medication to mothers with HIV which means they will not pass the virus on to their newborns.”

The more than 40 auction items have been captured by renowned photographer and filmmaker Andrew Zuckerman for a limited-edition auction catalogue designed by designer and illustrator Richard Allan. The publication features introductory essays by actor, poet and author Stephen Fry and Bono, as well as commentary from Jony and Marc.

The November 23 event follows the original (RED) auction held at Sotheby’s New York in February 2008, the most significant charity auction ever held, which raised over \$40 million to fight AIDS in Africa. Organized by Bono and Damien Hirst, the auction included works donated by Banksy, Anish Kapoor, Marc Quinn, Georg Baselitz and Howard Hodgkin, among others, and set records for 17 artists.

Oliver Barker, Deputy Chairman of Sotheby's Europe and the auctioneer for both the 2008 and upcoming (RED) auction, said, "The (RED) sale of 2008 provided the benchmark for auctions of this nature and once again we will be presenting a unique collaboration; this time with the dream-team of Sir Jonathan Ive and Marc Newson. This is a once-in-a-lifetime opportunity to acquire objects of singular design excellence and innovation, and simultaneously raise much needed funds for the fight against AIDS."



Achille and Pier Giacomo Castiglioni "Snoopy" Lamp Customized by Jony Ive and Marc Newson

Highlights from the sale will travel to London and Hong Kong in advance of the sale before the entire collection goes on public exhibition in New York beginning 18 November. Learn more about the second (RED) Auction through our Twitter hashtag **#REDatSothebys**. Additional highlights and details to be revealed over the next several months.

All photography by Andrew Zuckerman

About (RED)TM

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS.

(RED) partners with the world's most iconic brands who contribute up to 50% of profits from (RED) branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, The Coca-Cola Company, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and American Express (UK only). (RED) Special Edition partners include: Shazam, Girl Skateboards, Mophie, FEED, Nanda Home, Bottletop, Tourneau, Fatboy USA, Bed Bath & Beyond, HEAD.

To date, (RED) has generated \$215 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Lesotho, Rwanda, South Africa, Swaziland, Zambia, Kenya and Tanzania. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 14 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) is a division of The ONE Campaign. Learn more at www.joinred.com.

About The Global Fund to Fight AIDS, Tuberculosis and Malaria

The Global Fund is an international financing institution dedicated to attracting and disbursing resources to prevent and treat HIV and AIDS, TB and malaria. The Global Fund promotes partnerships between governments, civil society, the private sector and affected communities, the most effective way to help reach those in need. This innovative approach relies on country ownership and performance-based funding, meaning that people in countries implement their own programs based on their priorities and the Global Fund provides financing where verifiable results are achieved.

Since its creation in 2002, the Global Fund has approved funding of US\$ 22.9 billion for more than 1,000 programs in 151 countries. To date, programs supported by the Global Fund have provided AIDS treatment for 4.2 million people, anti-tuberculosis treatment for 9.7 million people and 310 million insecticide-treated nets for the prevention of malaria. The Global Fund works in close collaboration with other bilateral and multilateral organizations to supplement existing efforts in dealing with the three diseases.

For More News from Sotheby's

Follow: www.twitter.com/sothebys

Join: www.facebook.com/sothebys & www.weibo.com/sothebyshongkong

Watch: www.youtube.com/sothebys

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's presents auctions in eight different salesrooms, including [New York](#), [London](#), [Hong Kong](#) and [Paris](#), and Sotheby's [BidNow](#) program allows visitors to view all auctions live online and place bids in real-time from anywhere in the world. Sotheby's offers collectors the resources of [Sotheby's Financial Services](#), the world's only full-service art financing company, as well as [private sale](#) opportunities in more than 70 categories, including [S|2](#), the gallery arm of Sotheby's Contemporary Art department, as well as [Sotheby's Diamonds](#) and [Sotheby's Wine](#). Sotheby's has a [global network](#) of 90 offices in 40 countries and is the oldest company listed on the New York Stock Exchange (BID).

Images are available upon request

#