



CHRISTIE'S



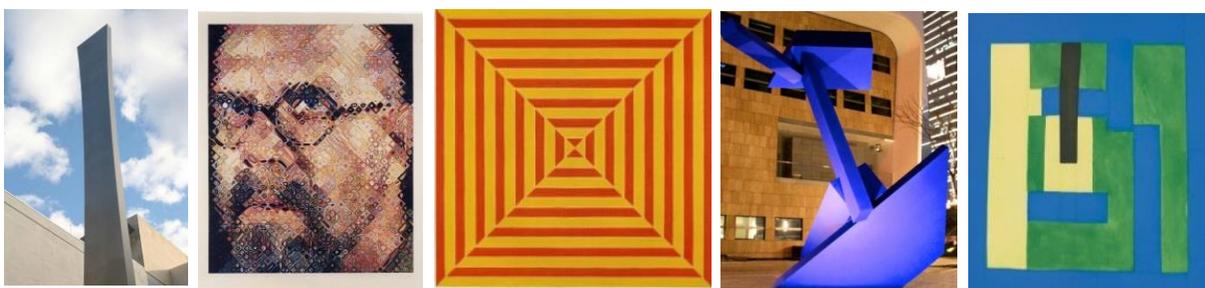
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FOR IMMEDIATE RELEASE

Christie's Family Day featuring FAPE's Partnership with Crayola

Sunday, November 8, 2015 – 10 am to 12 pm



(New York, October 26, 2015) -- In celebration of art education, the Foundation for Art and Preservation in Embassies (FAPE) and Crayola will join Christie's for its Family Day on Sunday, November 8, and co-host a series of hands-on interactive Crayola Creativity Stations based on works in FAPE's Collection.

The event will announce a new partnership between FAPE and Crayola to develop art-infused resources for students, teachers, principals and administrators as they form a school-wide commitment to Art Infused Education. FAPE's Collection – including works by Joel Shapiro and Gee's Bend artists – have already been integrated into cross-curricular exercises for students, bringing art into lessons ranging from social studies to math in order to build children's creative capacity.

"We are delighted that Christie's will host FAPE and Crayola in support of art education, which is so vital," said FAPE Chairman Jo Carole Lauder. "Our Collection features some of America's most distinguished artists, and we look forward to working with Crayola to bring these remarkable works of art into the classroom in order to inspire and educate."

FAPE and Crayola will co-host several experiential stations at Christie's Family Day, each facilitated by a guide who is a member of the National Art Education Association. The stations are based on works from FAPE's Site-Specific, Original Print and GIFT TO THE NATION Collections.

"Crayola is thrilled to collaborate with FAPE and Christie's on this event to inspire kids of all ages through art," said Crayola CEO Smith Holland. "As FAPE brings American art to embassies around the world, together, Crayola and FAPE bring this art into classrooms throughout the United States – igniting children's imaginations and helping them learn through creativity."

After the event, FAPE and Crayola will donate art supplies, materials, and FAPE Coloring Kits to Studio in a School, an organization that, since its inception in 1977, has brought more than 620 professional artists into classrooms as teachers and creative role models for more than 850,000 New York City school children, 90% of whom are from low-income families. Studio in a School was founded by FAPE Board Member Agnes Gund.

To follow the event on social media, please use #ChampionCreativity.

About the Foundation for Art and Preservation in Embassies

FAPE is the leading public-private partnership dedicated to providing permanent works of American art for U.S. embassies worldwide through site-specific commissions, original print and photography collections, preservation projects and other arts and education initiatives. FAPE contributes to the U.S. Department of State's mission of cultural diplomacy by partnering with American artists whose gifts encourage cross-cultural understanding within the diplomatic community and the international public. All artworks commissioned or placed by FAPE are gifts, representing the generosity and patriotism of some of the country's greatest artists and donors. As of 2015, FAPE's contributions include permanent works by more than 200 preeminent American artists placed in more than 140 countries.

FAPE was founded in 1986 by Leonore Annenberg, Wendy W. Luers, Lee Kimche McGrath and Carol Price. Its current leadership includes Chairman Jo Carole Lauder, President Eden Rafshoon, Vice President Darren Walker, and Director Jennifer A. Duncan. A volunteer advisory committee chaired by Robert Storr, Dean of the Yale School of Art, selects and commissions all FAPE artists. FAPE underwrites the fabrication and installation, and is exclusively funded through individual, foundation and corporate donations. Additional information about FAPE can be found at www.fapeglobal.org.

About Crayola

Crayola, LLC, based in Easton, Pa., a subsidiary of Hallmark Cards Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola crayon first introduced in 1903, they have grown into a portfolio of innovative art materials and creative toys that inspire children to use color in unique ways to create everything imaginable.

Crayola has been an education thought leader since the company's origin. Alice Binney, the founder Edwin Binney's wife, was a teacher and named the iconic Crayola crayon. Crayola education programs honor and nurture the colorful originality in every child. Serving as advocates for art-infused education, their products and programs help children acquire essential 21st century skills. Together with parents and educators, Crayola champions creatively alive children. For more information about their education programs, visit www.crayola.com/educators.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2013 that totaled £4.5 billion/ \$7.1 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 around 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 & Contemporary, Impressionist & Modern, Old Masters and Jewellery. Private sales totaled £760.5 million (\$1.19 billion) in 2013, an increase of 20% on the previous year. 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.



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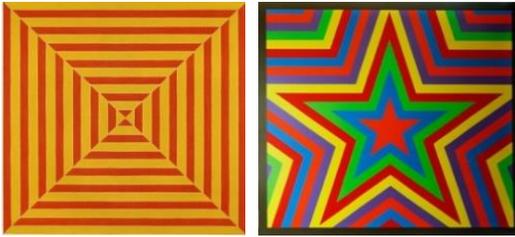
“Shapiro-Inspired Mini Sculptures” – Drawing inspiration from Joel Shapiro’s sculptures in Ottawa, Canada, and Guangzhou, China, this exercise encourages children to create mini sculptures with Crayola Model Magic.

Joel Shapiro, *Now*, U.S. Consulate in Guangzhou, China.

“Collaborative Quilts” – Inspired by the Gee’s Bend prints from FAPE’s Original Print Collection, this experience encourages children to use rubbing plates, a variety of paper surfaces and Crayola crayons to create their own quilts.



L to R: Loretta Bennett, *Yellow Jack*. Mary Lee Bendolph, *Down the Road*.



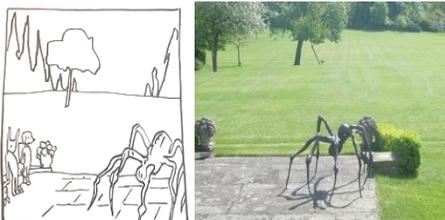
“Big, Bold, Bright Light Art” – Children will observe works by Sol LeWitt and Frank Stella, and then create their own geometric works on the Crayola Widescreen Light Designer.

L to R: Frank Stella, *Meknes*, from FAPE’s GIFT TO THE NATION Collection, U.S. Embassy in Abu Dhabi, United Arab Emirates. Sol LeWitt, detail of *Wall Drawing #1256: Five Pointed Stars*, installed at the U.S. Embassy in Berlin, Germany.

“Part-to-Whole Mosaic” – Artist Chuck Close is known for using creative and intricate patterns to portray human portraits, and here, children will look carefully at the artist’s works, and use rubbing plates, crayons, and paint pans to create pieces they assemble into their own mosaic.



Chuck Close, *Self Portrait*, from FAPE’s GIFT TO THE NATION Collection, U.S. Consulate in Yerevan, Armenia.



“Light Up and Color!” – This activity incorporates illustrations of Louise Bourgeois’ *Spider* and Ellsworth Kelly’s *Totem* from FAPE’s Coloring Kit, designed by Donald Robertson and EunSun Lee, on a Crayola Light Up Tracing Pad, allowing children to illustrate the works themselves.

Louise Bourgeois, *Spider*, Winfield House, the U.S. Ambassador’s Residence in London, England.