

## PADDLE8 TO PROVIDE ADVANCE ONLINE BIDDING FOR (RED)™ AUCTION CURATED BY JONY IVE AND MARC NEWSON

Sir Jonathan Ive & Marc Newson collaborate with Bono on (RED) Auction celebrating masterworks of design & innovation with proceeds of 23 November 2013 auction at Sotheby's New York going towards the fight against AIDS in Africa

### ONLINE BIDDING THROUGH PADDLE8 TO OPEN ON 8 NOVEMBER 2013

**NEW YORK, 5 November 2013** – Bidders who wish to place an advance bid on one of the 44 lots in the (RED) Auction on 23 November will have the opportunity to do so online, beginning 8 November through the online auction house [Paddle8](http://Paddle8).

Online bidding will be open until Friday, 22 November, and bids can be placed through [paddle8.com/auctions/red](http://paddle8.com/auctions/red). Curated by legendary designers Jony Ive and Marc Newson, the (RED) Auction features 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. 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*. The full contents of the auction will be available for preview on Paddle8 beginning Wednesday, 6 November.

**Alexander Gilkes**, co-founder of Paddle8, says, "We are honored and delighted to be involved with Jony and Marc's (RED) Auction which will be a definitive moment in design history. Paddle8 will enable collectors across the globe to bid in advance and from afar on this renowned auction of coveted works and icons of design."

Bidders can also participate in the auction through Sotheby's [BIDNow](#) program, which allows visitors to watch the auction live and bid in real time from anywhere in the world.

The entire collection will go on public exhibition in New York beginning 18 November. Learn more about the (RED) Auction through our Twitter hashtag [#REDatSothebys](#) and [www.sothebys.com/red](http://www.sothebys.com/red).

#### **About Paddle8**

Paddle8 is an online auction house, connecting buyers and sellers of fine art and collectibles across the Internet. Paddle8 presents two types of auctions: curated auctions of art and collectibles under \$100,000, and benefit auctions in collaboration with non-profits. To date, Paddle8 has collaborated with over 150 non-profit organizations worldwide to present their benefit auctions online, dramatically expanding the audience of supporters and results for non-profit partners. Paddle8's platform eases the sale and acquisition of art and collectibles via a fully online auction model, offering the lowest available commissions, no public sales records, extended auction visibility and timelines, and automated post-sale services. The company was founded in 2011 by Alexander Gilkes, an auctioneer and LVMH veteran, and Aditya Julka, a Harvard Business School MBA and serial entrepreneur.

[paddle8.com](http://paddle8.com)

#### **About (RED)™**

(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 more than \$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](http://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.

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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**

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