

Sotheby's

CONSULAT GÉNÉRAL DE MONACO



NEW YORK, N.Y.


Princess Grace Awards
FOR EMERGING THEATER, DANCE AND FILM ARTISTS IN AMERICA

**GRACE, PRINCESS OF MONACO TRIBUTE EXHIBITION AND RELATED TRIBUTE EVENTS
Q & A – 15 October 2007**

TRIBUTE EXHIBITION

Q: Why are you doing this?

A: This exhibition is the centerpiece in a series of tributes in New York this October celebrating the life and legacy of Princess Grace of Monaco (the American-born Grace Kelly) on the 25th anniversary of her passing. This is also the 25th anniversary of the Princess Grace Foundation-USA, a public charity formed by Prince Rainier after her death in 1982, which will benefit from the proceeds related to the events.

Q: Who is hosting the exhibition?

A: The exhibition and related events (with the exception of the Princess Grace Awards Gala) are initiatives of the Consulate General of Monaco and the Monaco Government Tourist Office in New York. The Consulate General of Monaco is hosting the exhibition at Sotheby's, in close collaboration with the Princely Palace of Monaco and the Princess Grace Foundation - USA.

Other sponsors, partners and contributors:

Exhibition

Estée Lauder Inc
Manhattan House
Oliver Goldsmith Sunglasses
Sony Cierge
Town & Country
Van Cleef & Arpels

Casino Couture- An Evening of High Stakes and High Fashion

Under the patronage of HSH Prince Albert, this event is co-hosted by the Consulate General of Monaco, the Monaco Government Tourist Office and Steve & Elaine Wynn (Wynn Resorts) at Sotheby's with

Saks Fifth Avenue
Société des Bains de Mer Hotels, Spas and Casinos
Van Cleef & Arpels

Participating designers: Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang

Princess Grace Awards Gala

Sponsors/Partners: Manhattan House, Noelle and Dick Wolf, American Airlines, Estée Lauder Inc., Mrs. Edmond J. Safra, Van Cleef & Arpels, James H. Coleman, Yves G. Piaget, Sir Michael W.J. Smurfit, Consulate General of Monaco/Monaco Government Tourist Office, Chocolaterie de Monaco, The Dorchester Hotel-London, Hotel Plaza Athénée-Paris, Société des Bains de Mer.

Q: How did the exhibition come about?

A: In the summer of 2005, Hon. Maguy Maccario Doyle, the Consul General of Monaco, had a conversation with Pamela Fiori, editor-in-chief of *Town & Country*, about Pamela's interest in producing a special collector's issue to commemorate the 25th anniversary of Princess Grace's passing - along the lines of the Audrey Hepburn tribute in May 2003. (*Town & Country* co-hosted a corresponding auction at Sotheby's to benefit Audrey Hepburn Children's Fund joint venture with the U.S. Fund for UNICEF.)

In order to capture the momentum, Maguy approached the Princess Grace Foundation-USA and asked them to consider Sotheby's as the venue for its annual awards gala in October 2007 and include a special auction of items that belonged to the Princess. Upon receiving the "blessing" of Prince Albert, the whole project took on a new dimension. The Consulate asked Sotheby's if they would also agree to use its space for a commemorative exhibition for the Princess which would be free and open to the public at the same time. Sotheby's has had a long-standing relationship with the Principality, through its office in Monaco and many important auctions over the years.

Q: Is everything on exhibit being auctioned?

A: No. Only two items from the exhibition will be offered in a live auction at the 25th Anniversary Princess Awards Gala on October 25, 2007. They are two outfits that she owned and wore: a Givenchy-designed vivid green sleeveless dress with matching fringed bolero jacket worn on an official 1961 visit with Prince Rainier to lunch at the White House with President John F. Kennedy and Jacqueline Kennedy, and a Helen Rose-designed ball gown worn by a young Grace Kelly in the 1956 musical comedy, *High Society*. Other items in the live auction include a unique 25th Anniversary Princess Grace trip to Monaco, "Your Weight in Chocolate" from the Chocolaterie de Monaco and a special suite of jewellery from Van Cleef & Arpels. The annual anticipated Gala Silent Auction will be conducted online a week before and a week following the Gala through Charity Folks. A separate silent auction will be held on October 24 at Sotheby's during the Casino Couture event to be co-hosted by Wynn Resorts (Steve & Elaine Wynn). Called *Casino Couture*, the highlight of this (simulated) gaming event is the final bidding of one-of-a-kind Grace Kelly-inspired creations by Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang that will be showcased in the windows of Saks Fifth Avenue in New York from October 19-26, 2007.

Q: Can anyone attend the exhibition? How long will the exhibition be open? What are the hours?

A: The exhibition is free and open daily to the public. It will open on Monday, October 15 at 1pm, and will close at 5pm on Thursday, October 26. The hours are 10am to 5pm Monday through Saturday, and 1pm to 5pm on Sunday. The exception is the first day of the exhibition, October 15th, when it opens at 1pm.

Q: Where is the exhibition?

A: The exhibition is at Sotheby's in New York (1334 York Avenue at 72nd Street) on the 6th floor.

Q: How is this exhibition different to the exhibition this past summer in Monaco?

A: The exhibition in New York is smaller than the one held in Monaco and there is a stronger US focus with items more relevant and interesting to the American public. There are also a number of items that were not displayed in Monaco for example items from Princess Grace's wedding on loan from US friends who attended; private photographs and home movies as well as movie memorabilia.

Q: Is this the biggest exhibition of Princess Grace's belongings that anyone has ever hosted?

A: The breadth and depth of this exhibition dedicated to Princess Grace is unprecedented in the United States.

Q: Who owns the items in the exhibition?

A: The items are primarily from the collection owned by the Princely Family of Monaco who are graciously making these items available. Additional items have been borrowed from various Monégasque organizations such as the Princess Grace Irish Library, Monaco Red Cross, Société des Bains de Mer and US institutions such as the American Academy of Dramatic Arts which Grace Kelly attended in New York, the Center for American Theatre in Denver and the International Poetry Forum in Pittsburgh and friends and family in the United States.

Q: What is included in the exhibition?

A: The exhibition will feature a selection of her dresses, jewelry, photographs, letters, video/film clips (including personal home movies, studio shots and movie clips) and other unique items spanning her life.

Q: Which items have never been seen before outside of Monaco?

A: Many items had not been seen in public anywhere prior to *The Grace Kelly Years* exhibit in Monaco nor since her passing. There were some exceptions: for example, some jewelry was exhibited in the US in 2006 (New York) and 2007 (Chicago) and an exhibit in Japan earlier this year included some dresses and pressed flower collages. Her wedding dress is intermittently on display at the Philadelphia Museum of Art. However, some items have not been back in the US in more than fifty years, for instance, the gown she wore at the Academy Awards in 1955 and her Oscar statuette and costumes from several of her movies.

Some items on public view for the first time in the US include footage of, and personal correspondence from, Prince Rainier, Alfred Hitchcock, Cary Grant, David Niven, Richard Burton and Elizabeth Taylor, Frank Sinatra, Bing Crosby, heads of state and government; private photographs and family home movies; handwritten speeches and poems; her own drawings; gowns from Dior, Oleg Cassini, Balenciaga and Givenchy, a diamond Van Cleef & Arpels tiara and her diamond engagement ring.

Q: Will photography be allowed in the exhibition?

A: No photography or recording within the exhibition is permitted.

Q: Why aren't more items being auctioned?

A: This is the first time that personal items belonging to Princess Grace have been offered at a public auction in the United States to benefit the foundation that bears her name. The two outfits being auctioned are unique, and the sentimental value of those items is inestimable to the Princely Family and the people of Monaco.

Q: How can I bid?

A: There are several opportunities to bid on items being offered that relate to the celebration of the life and legacy of Princess Grace.

The public can bid on the dresses - by Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang which will be on display at Saks Fifth Avenue (Oct 19-26) - in the silent auction at the *Casino Couture* evening on October 24, 2007 in person by purchasing a ticket to the event. Tickets are \$450 each. To receive an invitation, please contact: Casino@VisitMonaco.com. Those not able to attend this event, may bid by phone during the event or submit an absentee bid form with their maximum offer prior to the event. Forms will be available online at www.aCelebrationofGrace.com from mid-October. Each dress will have a minimum bid of \$US2000 (with increments of \$500). The completed forms must be received at the Monaco Government Tourist Office (via mail or fax – 212-286 9890) no later than 5pm EST on October 23, 2007 in order to be eligible. All proceeds benefit the Princess Grace Awards, a registered 501(c) (3) tax-exempt organization.

The public may bid on a separate selection Princess Grace's outfits and other items offered in the live auction at the 25th Anniversary Princess Grace Awards Gala on October 25, 2007, in person by purchasing a ticket to the event. Those not able to attend the Gala in person may call or email Yolanda Johnson (yjohnson@pgfusa.org) at the Foundation offices by 4pm on Tuesday, October 23rd to confirm their name and a phone number where they can be reached on the evening of October 25th. A separate Princess Grace Awards Gala silent auction will be conducted online from October 15th through November 9th on www.charityfolks.com/princessgrace

Q: Where can I buy an exhibition catalogue?

A: A limited edition exhibition catalogue may be purchased by calling (888) 752 0002 in the USA, 020 7293 6444 in the UK at Sotheby's galleries and (541) 322 4151 from the rest of the world or by visiting one of Sotheby's galleries. They are also available via www.sothebys.com. The limited edition catalogues are priced at \$US45.00.

EVENTS AT SOTHEBY'S

Q: Apart from the exhibition, what events are taking place at Sotheby's? Are they free and open to the public or ticketed?

A: There are two ticketed events.

On October 24, 2007, under the patronage of HSH Prince Albert of Monaco, Casino Couture, an evening of high stakes and high fashion to benefit the Princess Grace Foundation-USA, pairs the Consulate General of Monaco in New York with Steve and Elaine Wynn of Wynn Resorts. Other sponsors include the Société des Bains de Mer Hotels, Spas & Casinos and Van Cleef & Arpels.

Sotheby's will be transformed into a glamorous high-stakes casino salon and a highlight during the evening will be the final bidding for the unique Grace-Kelly inspired outfits to be created by some of America's favorite designers: Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang.

These outfits will be displayed in the Saks Fifth Avenue windows in New York from October 19-26 and the public will have the opportunity to purchase these outfits via a silent auction. Tickets are \$450. For details or to request an invitation, please contact Casino@VisitMonaco.com or visit www.aCelebrationofGrace.com

On October 25, 2007, the Princess Grace Foundation-USA, which is celebrating its 25th anniversary this year, will host the annual Princess Grace Awards Gala at Sotheby's and present awards to emerging artists in theater, dance and film. Twenty-two Princess Grace Awards, two Statue Awards and the third annual Prince Rainier III Award will be presented. For tickets or more information, please contact Mary Fiore, Fiore & Co. Events, at 845-591-2392 (toll free at (866) 9-EVENT-6) or email maryfioreevents@verizon.net.

Q: Who will be attending from the Princely family and at which events?

A: HSH Prince Albert II of Monaco will be present at the Casino Couture evening on October 24. HSH Prince Albert II and Their Royal Highnesses The Prince and Princess of Hanover will attend the 25th Anniversary Princess Grace Awards Gala on October 25.

EVENTS RELATING TO EXHIBITION

Q: What is the role of Saks Fifth Avenue?

A: Saks Fifth Avenue in New York are dedicating window displays featuring one-of-a-kind Grace Kelly-inspired creations by renowned American designers: Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang. Visitors to Saks Fifth Avenue will also be able to sample Monégasque-inspired lunch menus (Mediterranean cuisine) on the 2nd, 5th and 8th floor restaurants during this time.

Q: When can we see the windows? Where is Saks Fifth Avenue in New York?

A: The designs will on display from October 19-26 at Saks Fifth Avenue: 611 Fifth Avenue (bet 49th and 50th Streets).

Q: Which designers will participate?

A: Oscar de la Renta, Carolina Herrera, Ralph Lauren, Zac Posen, Ralph Rucci and Vera Wang.

Q: What is the role of Estée Lauder?

A: Estée Lauder is a Crown Sponsor of the Princess Grace Awards and the Sotheby's exhibition. Also beginning October 15, Estée Lauder will offer a special limited edition shade of lipstick called Princess Grace Coral in honor of Princess Grace to be sold exclusively at the Saks Fifth Avenue NYC flagship store and also available online at www.saks.com and www.esteelauder.com.

Q: How much does it cost? What is its name? What color is it?

A: RRP is \$19.50. It is called Princess Grace Coral and is inspired by the coral shade Princess Grace wore on her wedding day on April 19, 1956.

Q: What is the role of Town & Country?

A: The November issue of *Town & Country* magazine, on newsstands October 16, will feature a special 30+page tribute to Princess Grace of Monaco to commemorate the 25th anniversary of her passing including rare photographs of the Princess. *Town & Country's* editor-in-chief Pamela Fiori, who wrote the feature, was given unprecedented access to Princess Grace's family and friends, including her children HSH Prince Albert, HRH Princess Caroline and HSH Princess Stephanie.

Town & Country is the longest continuously published lifestyle magazine in America. It has a long-standing and warm relationship with the Principality of Monaco, as evidenced by the fine articles and celebrated photography it has produced there over many years. Pamela Fiori was instrumental in initiating this tribute issue, which planted the seeds for the October Princess Grace events. Ms. Fiori brought to the project her invaluable assistance as well as numerous valuable contacts in fashion and luxury goods.

Q: Will Making Music in Monaco be broadcast?

A: A very special edition of *Making Music in Monaco* featuring interviews with Princess Grace's friends, music by her favorite musicians and a selection of her poetry readings will be broadcast from October 15 – 26 on New York's WQXR 96.3FM New York.

Q: What is the role of Oliver Goldsmith Sunglasses in the tribute events?

A: Oliver Goldsmith Sunglasses®, the iconic British eyewear brand is re-creating a limited number of their 'Grace' frames. Originally designed by Oliver Goldsmith in 1958 for Princess Grace of Monaco, only 25 hand-crafted-to-order frames will be available exclusively during *A Celebration of Grace* events with a portion of the proceeds benefiting the Princess Grace Foundation-USA. www.olivergoldsmith.com

Q: Where can I learn more?

A: On the dedicated website at www.aCelebrationofGrace.com and at www.sothebys.com or www.pgfusa.org or these other links: www.visitmonaco.com www.esteelauder.com www.saks.com
www.sony.com www.vancleef.com www.wynnresorts.com

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