



SOTHEBY'S FUNDRAISING AUCTION FOR '1 IN 11' RAISES £2.7M

Two Portraits of Lionel Messi Sell for Combined Total of Over £680,000

Football Designed by Murakami and Signed by Lionel Messi Soars to £45,000



Oliver Barker, Sotheby's Deputy Chairman, Europe, and Auctioneer fields bids at Sotheby's London fundraising auction for '1 in 11'

12th February 2015 - Tonight at Sotheby's London, a major fundraising auction saw £2,663,000 / €3,591,710 / QAR 14,782,800 / \$4,063,050 raised for '1 in 11', a worldwide campaign launched earlier this year by FC Barcelona Foundation, Reach Out To Asia (ROTA) and UNICEF. '1 in 11' aims to extend education opportunities to marginalised and vulnerable children, commencing in Bangladesh, Indonesia and Nepal.

The sale featured 18 artworks donated by renowned Western and Middle Eastern contemporary artists, including Takashi Murakami, Damien Hirst, Richard Serra, Wael Shawky and Manal al Dowayan. The top lot of the evening, Jeff Koons's, *Donkey (Yellow)* from 1999, sold for £557,000 / €755,123 / QAR 3,091,875 / \$849,091 (est. £500,000-800,000).

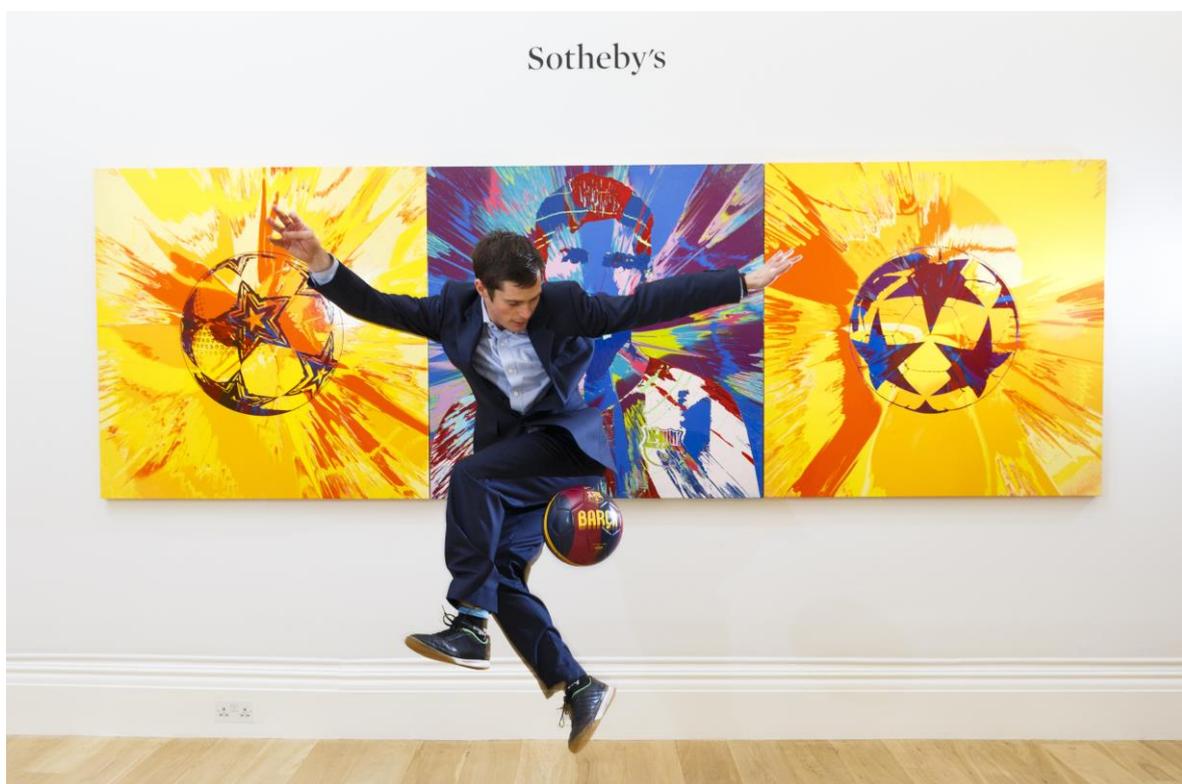
Two paintings depicting Lionel Messi by Damien Hirst and Takashi Murakami sold for a combined total of £682,000 / €924,585 / QAR 3,785,743 / \$1,039,641:

- Hirst's Beautiful Messi Spin Painting For One in Eleven sold for £365,000 / €494,829 / QAR 2,026,094 / \$556,406
- Murakami's Lionel Messi and a Universe of Flowers sold for £317,000 / €429,756 / QAR 1,759,649 / \$483,235

Tonight's sale kicked off with a bespoke football designed by Murakami and signed by both Lionel Messi and the artist, which soared to £45,000 / €61,006 / QAR 249,792 / \$68,598 (est. £500-1,000).

Oliver Barker, Sotheby's Deputy Chairman, Europe, and Auctioneer: *'Never has the phrase 'the beautiful game' been more apt than this evening, when the worlds of Football and Art collided in Sotheby's London auction rooms. By harnessing the universal language of sport and art, tonight's auction provided a powerful platform for the '1 in 11' campaign, drawing bids not only from esteemed art collectors but from sports fans across the world.'*

Gérard Bocquenet, Director of Private Fundraising and Partnerships, UNICEF: *'All of us involved in the '1 in 11' partnership – at FC Barcelona Foundation, Reach out to Asia and UNICEF - are absolutely thrilled by the amount raised at the auction. Every child, wherever she or he lives, has the right to learn, to play and to grow, and tonight art and football have come together in a unique way to help ensure more children enjoy that right.'*



*Freestyle footballer John Farnworth
in front of Damien Hirst's 'Beautiful Messi Spin Painting for One in Eleven'
depicting Lionel Messi, which sold for £365,000 at tonight's sale*



'1 in 11'

Earlier this year, FC Barcelona Foundation, Reach Out To Asia (ROTA) and UNICEF launched the '1 in 11' campaign to extend education opportunities to marginalized children in Bangladesh, Indonesia and Nepal, with the goal of expanding to more countries.

Globally, one in eleven primary school-age children – or 58 million out of 650 million children – are out of school. The majority are among the most disadvantaged and vulnerable: children living in areas affected by conflict; children in extreme poverty; children with disabilities; children from indigenous communities. In addition, in many schools, programmes that support play and sports do not exist, even though studies have shown that including these elements in school curricula can inspire children to attend and stay in school, lead to better physical health, and help to improve their grades."

Lending their voices, and their athletic ability, to '1 in 11', Messi and international tennis champion and UNICEF Goodwill Ambassador Serena Williams launched the #1in11 campaign film and 'Keep Ups' challenge – challenging people to keep a ball up in the air for at least eleven touches.

The funds raised by '1 in 11' will focus initially on education programmes in the three countries. In Indonesia, the campaign will support schools in six districts to include children with disabilities. In Nepal, UNICEF has worked with the government to identify 10 priority districts that will offer sports programming for children up to secondary school, particularly aimed at breaking down the societal barriers for children with disabilities and including them in school. In Bangladesh, the campaign's focus will be on reaching out-of-school children.

Through the 'Keep Ups' challenge, Messi and Williams are inviting their fans and followers to join, donate to the campaign and share their own 'Keep Ups' via social media and at www.1in11.org.

Visit 1in11.org to support the campaign, see the Messi and Williams campaign film and take part in the #1in11 Keep Ups challenge.

Notes to Editors:

'1 in 11' is a unique partnership between three globally recognised organisations. FC Barcelona Foundation, Reach Out To Asia (ROTA) and UNICEF have come together in a long term partnership that will harness the power of sport and play within education to support the common goal of helping millions of girls and boys to fulfil their potential, through a quality education. All three partners will use their respective networks, expertise and capacity to deliver education programmes and raise funds and awareness to help ensure every child reaches their full potential.

About the Partners

FC Barcelona Foundation

Since 1994, the FC Barcelona Foundation has developed and supported projects which use sport to help build positive attitudes and values in children and adolescents. The Foundation is supported by the club, its players and coaching staff. We believe that the experiences and values gained through playing sport can promote healthy and happy children, which is why we are supporting '1 in 11'.

Reach Out To Asia (ROTA)

Reach Out To Asia is a non-governmental organisation within the framework of Qatar Foundation - a private non-profit organization founded in 1995. Qatar Foundation is built on the principle that a nation's greatest resource is the potential of its people, and it aims to develop this internationally through progressive education, research and community welfare. ROTA's mission is to extend this assistance into Asia.

UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.