

Press Release
30/06/09



The Sale of a Lifetime

The artist **Jasper Joffe** will be selling everything he owns in a sale with a difference.



Jasper Joffe in his studio

Idea Generation Gallery
29 July – 2 August

PV July 28, 18.30-20.30

Having left his gallery and been left by his girlfriend, Joffe wants to start again from nothing. At 33, the age at which Jesus died and was born again, Joffe's Renaissance begins at *The Sale of a Lifetime*

Idea Generation Gallery is proud to announce an exhibition and performance by renowned artist Jasper Joffe, whose eclectic creativity ranges from a fine art remit to performance and social commentary.

In the exhibition *The Sale of a lifetime* the artist will be selling all his possessions, including his collections of paintings, drawings, teddy bears, and rare books. He will only keep the clothes he is wearing. The number 33 will be a recurrent theme throughout the exhibition, which will be installed in 33 different lots, all for sale for £ 3,333, as Biblical reference to death and rebirth.

The public will have the rare opportunity to browse through the artist's entire oeuvre, and will be invited to voyeuristically investigate parts of his private and more intimate life: from the books he reads, to the things he uses in his daily life, including his personal keepsakes and collections.

Letters, family memories, pictures and personal objects belonging to friends and relatives are all going to be included, as part of a cathartic process of separation from the past.

Having gained a reputation for his alternative art performances, extravagant initiatives and controversial paintings, Jasper Joffe came to media attention with his famous performance at the Chisenale gallery "24 paintings in 24 hours" in 1999, in which he questioned the relation between time and artistic integrity.

He founded the wildly popular Free Art Fair in 2007, which takes place during Frieze Week and sensationally sold a candy-coloured portrait of the Nazi Heinrich Himmler to Charles Saatchi in 2008.

“There’s no artist on earth other than Jasper Joffe who would have painted Himmler this way, using these brush strokes and candy colours. When Joffe hits it right he is really pretty good.” Charles Saatchi



Himmler painting, teddy bears



The artist's studio



Teddy Bears, paintings

Inventory Highlights

100 Paintings

50 large paintings (more than 7ft in any dimension), mainly from 1999 to 2009

50 smaller paintings dating from 1985 to 2009

Portfolios of over 200 drawings and numerous Sketchbooks

Includes:

A portrait of Himmler from "The Beauty Show", a version of the same one included in The Saatchi Collection

The only painting left from 24 paintings in 24 hours at The Chisenhale Gallery

New paintings made in the last months

Hundreds of paintbrushes which he was assembled over the years and washed lovingly many times

Suits and Clothes

Lacoste polo shirts in a variety of colours

10 suits including a Richard James white linen suit worn by the artist for his Royal College graduation

A blue suede jacket given to the artist by his mother

A long black leather Armani coat bought in Rome when the artist sold a painting to a dentist

A pair of handmade Ducker and Son shoes bought in the artist first year at Oxford

Art by other people

A photo of Harry Pye by Wolfgang Tillmans and a photo of Wolfgang Tillmans by Harry Pye

A Tracey Emin monoprint which the artist queued up overnight in the freezing cold to buy at the Absolut postcard sale at The Royal College of Art

A collaged portrait of Peter Doig by the artist's sister Chantal Joffe used as the image on the front cover of The Rebel Magazine

Books

Over 800 books including the artist's collection of modern first editions, art books, and other rare editions

A signed copy of Henry Kissinger's Diplomacy

The artist's books read, collected, and treasured as a child

Home Equipment

Stainless steel Kitchenaid Mixer bought at the Barkers of Kensington closing down sale

A large flat screen TV

A newish webbook.

An Arcam stereo given to the artist for his 21st birthday by his sister

Nikon digital camera given to the artist by girlfriend Rose
A wooden bed he made by the artist

Teddy Bears, Stuffed Toys

Over 50 modern, old, and antique stuffed animals including Teddy Edward given to the artist when he was born
A number of antique bears purchased in central Europe
Jocko the Steiff Monkey, the artist's friend for the last 25 years

Keepsakes

A piece of South African amethyst given to the artist by his mother as a child
The silver charms from the artist mother's charm bracelet which she used to put in the Christmas pudding
The artist photo albums
The artist's letters
Many boxes of slides which document the artist's work

Dates:	July 29 – August 2	Private View:	28 July: 6.30pm – 8.30pm
Address:	Idea Generation Gallery 11 Chance Street London E2 7JB	Tube:	Liverpool Street or Old Street
		Prices:	Free
Opening Hours:	Monday to Friday: 12pm - 6pm Saturday & Sunday: 12pm – 5pm	First Thursdays:	Open to 8pm

Editor's Notes

Idea Generation

Idea Generation was founded in 2001 around a simple proposition: find something you enjoy doing – and then try to do it better than anyone else.

Seven years on, Idea Generation now stands as one of the UK's leading arts, entertainment and cultural PR agencies - having worked with, for, and in support of some of the most exciting projects, people, institutions, fairs, festivals, tours, exhibitions, books, magazines, films, gigs, auctions, launches, parties and premieres across the UK and the world.

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850
Marta Bogna: marta@ideageneration.co.uk
Rachel Wood: rachel@ideageneration.co.uk

Ends

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.jasperjoffe.com

For:

- Information
- Artist's contact detail