

PRESS RELEASE

CHARITY AUCTION PIN. FOR ART 2020

FOR THE BENEFIT OF PINAKOTHEK DER
MODERNE AND MUSEUM BRANDHORST

Saturday November 21, 2020 at 8:15 p.m.
at Pinakothek der Moderne and
online on www.ketterer-internet-auctions.com
from Nov. 1, 3 p.m. to Nov. 21, final spurt from 10:30 p.m.

Auction Preview Exhibition
from Saturday November 7 at
Pinakothek der Moderne



September 17, 2020

“Now More Than Ever. Life is Art“

This is going to be a one-of-a-kind PIN. Charity Auction: On the evening of November 21 it is happening simultaneously at Pinakothek der Moderne and at seven other locations. This is also the first time that bids can be placed over the phone and online. Additionally, we offer a number of select works in an Online Only Auction running from November 1 to 21. In total around 100 works by nearly as many artists will be called up.

“In special times like these we take particularly innovative paths,“ explains Dorothee Wahl. “Because museums and artists need our support more than ever. So we conceived an entirely new concept for our 18th Charity Auction: Exciting like a live auction, private like an evening with close friends and amusing like the PIN. Party – together with our new partner Ketterer Kunst we will realize this ambitious project and expand the focus of our commitment“, announces the PIN. Chair-lady.

Groundbreaking Concept

- Live auction at Pinakothek der Moderne on November 21, 2020
- Livestream on www.kettererkunstlive.de (submission of bids over the phone and online)
- Seven parallel satellite events (among others at Museum Brandhorst, Galerie Thomas, Hotel Zur Tenne in Kitzbühel, Austria) on November 21, 2020, bids can be submitted through a Ketterer Kunst representative on site
- Online Only Auction from Nov. 1, 3 p.m. to Nov. 21, final spurt starts at 10:30 p.m.
- Print catalog for the Live Auction and the Online Only Auction, additional information and footage online
- All works on display at Pinakothek der Moderne between November 7 and 21
- Guided tours with curators and celebrities
- Interviews with artists and gallerists
- Virtual exhibition tours and
- Soirees for a small circle of members and supporters

“I am very happy that Ketterer Kunst will be part of this fantastic event. Exceptional circumstances require exceptional auctions, which is why the traditional PIN. Charity Auction can be accessed from anywhere in the world this time. Modern technology and our longtime digital expertise make it possible“, says Robert Ketterer, auctioneer and owner of Ketterer Kunst.

Despite all corona restrictions it is our goal to allow direct and indirect access to the live event for as many PIN. supporters as possible. In the past around 800 guests followed our charity auctions in the Rotunda at Pinakothek der Moderne, thanks to this years‘ digital approach we expect figures to skyrocket.

The PIN. Auction - an Act of Solidarity Supporting Museums, Galleries, Artists and Social Services

"This year has taught us how important it is to think sustainably and to show solidarity," says Dorothee Wahl. "We don't get the job done on our own, everyone has to make a contribution to a complex network, which is the basis of a lively cultural scene. For this reason, we decided to not only support the Pinakothek der Moderne and the Museum Brandhorst, but also galleries and artists who entrust us with their works. They will receive a substantial share of the auction's proceeds."

And that's not all: Several artists decided to donate their share to social institutions and organizations: Neo Rauch and Rosa Loy support the Bärenherz children's hospice, Samson Young donates to "Hong Kong Free Press", David Goldblatt shares the proceeds with a foundation in Mozambique and William Kentridge donates half of the revenue to the interdisciplinary incubator "The Center of the Less Good Idea" in Johannesburg, South Africa.

International commitment – Artists in the PIN. Charity Auction

The call for participation was met with great worldwide response. Almost a hundred artists and galleries from Europe, China and the USA have submitted works for auction. Here are some of the artists represented in the auction:

Karel **Appel**, Georg **Baselitz**, Anne **Collier**, Raoul **de Keyser**, Olafur **Eliasson**, Günter **Förg**, David **Goldblatt**, Raymond **Hains**, Lena **Henke**, K.H. **Hödicke**, Alex **Katz**, William **Kentridge**, Astrid **Klein**, Brigitte **Kowanz**, Michel **Majerus**, Otto **Piene**, Neo **Rauch**, Thomas **Struth**, Grace **Weaver**, Guan **Xiao**, Samson **Young**.

Let's party for art – on site or in front of the screen!

Learn more and register for bidding here:
www.pin-freunde.de and www.kettererkunst.com

About PIN. Freunde der Pinakothek der Moderne e.V.

PIN. was founded under the name "Galerie Verein" in 1965 and owes its current identity with almost 900 members to a tradition that has grown over decades. The aim was and is to discover contemporary art while its hot and to make it accessible to a wide audience. Far more than thousand artworks have been acquired over the past 55 years. With the Pinakothek der Moderne, which houses the Bavarian State Painting Collections, the Munich Graphic Collection, the TUM Architecture Museum and the Neue Sammlung, and the neighboring Museum Brandhorst, PIN. supports two of the most important art and cultural institutions in Europe The primary funding objective is to help realize ambitious exhibitions, innovative mediation projects and major acquisitions.

About Ketterer Kunst

Robert Ketterer has realized impressive auction results for decades and has already led numerous charity auctions to great success. With an early focus on the potential of the internet, his company has been holding online only auctions since 2007, now even on its own platform www.ketterer-internet-auctions.com. The family company Ketterer Kunst (www.kettererkunst.com) with headquarters in Munich and branches in Hamburg, Duesseldorf, Berlin as well as with a global network of representatives in, among others, the USA and Brazil, was founded in 1954. It is one of the leading houses for auctions of fine art from the 19th to the 21st Century and Rare Books as well as the expert in German Art. According to latest figures issued by Artnet Price Database for 2020, Ketterer Kunst occupies place 7 in the ranking for Art from the 20th and 21st Century and is the strongest selling family business of all.

PIN. Charity Auction is supported by:



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