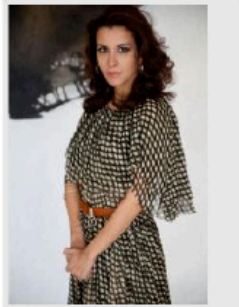


Celebrated Artists from the Middle East represented at JAMMs upcoming inaugural art auction

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Sheikha Lulu Al Sabahy

Strategic art advisory JAMM to hold an auction in Kuwait of 50 museum-quality artworks by contemporary Arab and Iranian artists

JAMM, an independent strategic art advisory, will host its premier event in the Middle East with an auction in Kuwait of Contemporary Arab and Iranian art, to take place at the Al Corniche Club on 17th February 2010. The event will showcase artworks from both emerging and established Middle Eastern artists, bringing them together on a single platform for this unique event.

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"This is a wonderful opportunity to present the works of the top contemporary artists from Kuwait and to showcase the best of the best from across the Middle East and beyond. Part of the proceeds from this sale will benefit K'S PATH, a local Kuwaiti charity that aims to improve the welfare of animals and the environment," said HH Sheikha Lulu Al Sabah, co-founder of JAMM.

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Offering over 50 works of art by renowned Middle Eastern artists, including Mohammad Rawas, Rokni Haerizadeh, Nabil Nahas, Jamal Abdul Rahim, Reza Derakshani, Hassan Meer, Ahmed Alsoudani, Fatideh Lashaj, Sami Mohammed, Charit Avedissian

and Lamya Gargash, the auction will provide an opportunity for both new and existing clients in the GCC region and beyond to add to their collections of contemporary Arab and Iranian art. Keeping in mind the fast-growing appetite and appreciation for quality artworks at the right price, all pieces at the auction will be under 5,000 KD (£17,500).

The auction will be conducted by Aileen Agopian, Director of Contemporary Art, New York, at Phillips de Pury & Company. Aileen has been instrumental in the successes of many evening sale auctions of private collections as well as setting new records for artists such as Richard Prince, Mark Grotjahn and Julian Schnabel, to name a few.

30% of the proceeds from the auction sale will benefit a Kuwait based non-profit organization, K'S PATH (The Kuwait Society for the Protection of Animals and Their Habitat). The revolutionary new organization focuses on the environment, protection of animals and bridging the gap between animals and the multicultural population living in Kuwait.

A public exhibition of the artworks will take place at the Al Corniche Club in Kuwait on 16 February, ahead of the auction. JAMM hopes that the preview will provide an opportunity for the public to visit and enjoy the art that will go under the hammer on the 17th.

JAMM is much more than an art consultancy. With its unique global footprint, JAMM aims to bring culture, trends, collectors and private individuals closer to establish and emerging artistic talent without geographical restriction. The services offered by JAMM include amassing private and corporate art collections, artistic representations, significant networking opportunities, exhibitions and events on an international scale.

JAMM also has put together the bespoke initiative, JAMM Supper club, which is available for commission by private individuals and corporations seeking a unique way to entertain clients, establish a cultural footprint or gain access to a highly unique audience of opinion makers, society figures and business leaders the world over.

"As a company we are delighted to offer collectors exposure to both established and up-and-coming international artists, some of whom have not had any exposure before. This will be done through exhibitions, events, auctions and bespoke art's suppers globally," commented Lydia Limerick co-founder of JAMM.