



CANNONBALL
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FOR IMMEDIATE RELEASE

Media Release

The Pope of Pop Comes to Singapore

The remarkable works of pop art luminary, Andy Warhol, arrives on our very doorstep

Singapore, 11 October 2007 - This year marks the 20th anniversary of the death of Andy Warhol and in commemoration, Singapore will play host to the celebrated "Pope of Pop" with an exhibition featuring 119 pieces of the artist's most unique and iconic works, some of which have never before been seen in this part of Asia. The entire collection of '**A is for Andy**' – **20 years after Warhol: An Andy Warhol Exhibition** is estimated to be valued in excess of **USD 10 million** and is the first-ever exhibition of such an impressive magnitude in Singapore. It will include some of Warhol's most popular screen-prints like Marilyn Monroe, Superman, Mickey Mouse, Campbell Soup and Mao. Jointly organised by the **Cannonball Art Fund** and **Lumina Live! Pte Ltd**, and presented by **SC Global Developments Ltd**, 'A is for Andy' will be held at **72-13 Mohamed Sultan Road (TheatreWorks)** from **13 to 18 November 2007**, and will be **opened to the public on Saturday and Sunday, 17 and 18 November 2007**.

This one-of-a-kind exhibition will also have most of its pieces for sale and interested buyers and investors will be able to seek advice from the consultants who will be on-hand to provide the necessary expertise. The exhibition has been timed to coincide with the opening of the Cannonball Funds' Singapore office early this year. "We are delighted to have had the opportunity to curate this collection and co-organise an exhibition so designed to reflect and extol the unconventional spirit and creative talents of an artist who was able to break the rules of art and traditional communication, using absolutely original forms and means of expression. Andy Warhol's influence is still evident today in all branches of communication. We would also like to credit our partner Lumina Live!, and Presenting Sponsor, SC Global, for playing an instrumental



role in the organisation of this exhibition in Singapore,” said **Mr Federico Moccia, Founder of the Cannonball Group of Funds.**

Radical and most definitely progressive, Andy Warhol was a central figure in the pop art movement which began in the late 1950s and drew inspiration from the products of popular culture, such as advertising, packaging, comic books, the cinema and television.. Having demonstrated sheer talent in drawing and painting at a young age, Andy Warhol first worked as an illustrator for various high-fashion magazines, including *Vogue and Harper’s Bazaar*. He proceeded to hold his premiere solo gallery exhibition at the mere age of 24, exhibiting *Fifteen Drawings Based on the Writings of Truman Capote*.

In less than a decade, Andy Warhol’s status as a media icon had dramatically intensified with his show-stopping style mirroring the euphoric 60s - a world which saw the rise in a mass consumerism culture as consumer goods became more affordable. Warhol captured the universal craving for glamour and glitz in his art and became known internationally as a painter, an avant-garde filmmaker, a record producer, an author and even a public figure. The artist and his art was celebrated for his presence in diverse social circles: from that of bohemian street people to distinguished intellectuals; from Hollywood celebrities to wealthy aristocrats.

The distinctive collection of prints, drawings, collages and canvasses to be featured at ‘A is for Andy’ has been specially selected by the appointed **Cannonball Art Advisory Team**. Bought at different stages and upon expert opinion from its team members, the Cannonball Art Fund has been dealing mainly with Andy Warhol’s works for the last decade and has acquired the pieces from sources such as private galleries, individuals and wholesale dealers. With a wide range of subject matters, from abstracts to uniques, portfolios and even canvasses, the collection will be comprehensive and cohesive for both avid art collectors and individuals who may be looking to start in the art market. The Warhol experience will be further enhanced by the guided tours that will be conducted at selected times throughout the day, during the course of the exhibition in Singapore.

Highlights of the exhibition include the eight complete portfolios, such as the \$ sign, Mao, Beethoven, Grapes, Camouflage, Shadows 1, Shadows 2, Electric Chairs and the unique set of



commissioned works created for the promotional campaigns of the Perrier water and of the Muratti Cigarettes by Philip Morris. The specially commissioned Muratti campaign comprises of three drawings, two collages and two prints of the Muratti cigarettes pack. This, together with the Perrier water campaign, is unique as it illustrates Warhol's entire working process in creating a print: from the drawing to the collage, to the final piece of artwork. This set of commissioned promotional campaigns is near-inimitable as it is representative of Andy Warhol's desire in producing works that were aesthetically and conceptually complex.

The artistic ethos evident in all of Warhol's work is one that resonates with **Mr Simon Cheong**, Chairman and CEO of SC Global. "Originality is something close to our hearts, as articulated in our campaign line – 'Own the Original' – and our discerning clientele recognise uniqueness, innovation and excellence when they see it. SC Global is proud and excited to be the Presenting Sponsor for this exhibition of original works by Andy Warhol, one of the most influential artists of his time. By enabling free public access to one of the largest exhibitions of Pop Art in the region, we hope a new generation of Asian artists will be encouraged to explore their own imagination, find their inspiration, and create original concepts of their own," Mr Cheong said.

The impact of Andy Warhol is all around us today and his influence is immeasurable. He revolutionised the concept of art by taking it off its pedestal and made it more accessible to people. An opinion leader, a trend-setter and an artist manager who turned art into a mass phenomenon, Warhol believed that art should be made more easily accessible to the person on the street and 'A is for Andy' hopes to make his vision a reality.

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Notes to Editors

'A is for Andy' – 20 years after Warhol: An Andy Warhol Exhibition

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*'A is for Andy' is jointly organised by the **Cannonball Art Fund** and **Lumina Live! Pte Ltd** and will have certain key pieces of artwork available for sale. Guided tours of the exhibition will be organised in order to enhance the Warhol experience for all visitors and interested buyers.*

Here are some details of 'A is for Andy' at a glance -

Venue: 72-13 Mohamed Sultan Road (TheatreWorks)

Dates: Tuesday, 13 to Sunday, 18 November 2007
(Open to the public on Sat and Sun, 17 and 18 Nov 07)

Time: 10AM – 10PM

Website: www.aisforandy.com

Presenting Sponsor: SC Global Developments Ltd

For more information and details on the sale of artwork and prints at 'A is for Andy', please contact the Cannonball Art Fund via the email: artbid@cannonballfund.com



Cannonball Art Fund

The Cannonball Art Fund is an open-ended fund set-up to provide its investors over a medium to long-term investment cycle of 3-5 years, with capital appreciation through opportunistic investment, and disposal of, high-quality art created by well-known recognised artists, such as Andy Warhol.

The Cannonball Art Fund is managed by Globefin Asset Management (GAM), an independent asset management firm specializing in alternative investments with offices in Tortola (BVI), London, New York and Singapore. GAM manages over \$600 mm of assets on behalf of banks, insurance companies, independent advisors and high net worth individuals (HNWI).

Lumina Live! Pte Ltd

Lumina Live! Pte Ltd specialises in creating 'live' experiences and special events in arts, music, design, fashion and other specialty areas in Singapore and across Asia and is a wholly-owned subsidiary of Lumina Communications Pte Ltd.

For the detailed portfolio on Lumina, kindly access www.lumina.sg