

FOR IMMEDIATE RELEASE

## **Cahiers d'Art, legendary Paris-based Publishing House and Gallery, Republishes the *Zervos Picasso Catalogue*, the Historical Reference to Picasso's Work**

**Newly published French and English edition now available**



*The Zervos Picasso Catalogue by Cahiers d'Art. ©Editions Cahiers d'Art*

April 4, 2014 (Paris) – The long-out-of-print and highly sought-after *Zervos Picasso Catalogue* is now available. Cahiers d'Art, the legendary Paris-based publishing house, gallery and art journal, is republishing the catalogue, known by many as simply the Zervos. Named after Cahiers d'Art founder, Christian Zervos, the catalogue is the historical reference to Picasso's work, comprised of 33 volumes with over 16,000 paintings and drawings that represent the lifetime collaboration between Zervos and Picasso. The catalogue will be available in English for the first time in history, in addition to the inclusion of corrections to the original catalogue prepared together with the Picasso Administration. Sotheby's is the worldwide distributor of the *Zervos Picasso Catalogue*, now available at [zervos.sothebys.com](http://zervos.sothebys.com) for \$20,000 USD per set. In addition, Sotheby's is also offering the legendary *Cahiers d'Art* revue and other *Cahiers d'Art* publications to its global audience.

Founded in 1926 in Paris by Christian Zervos, Cahiers d'Art became renowned not only for producing the definitive Picasso catalogue, but also the most exquisite publications illuminating early 20<sup>th</sup> century art. Cahiers d'Art and Zervos established relationships with the most important artists of the 20<sup>th</sup> century and was at once a publishing house, a gallery and a journal, a revolutionary concept for its day. The journal, the *Cahiers d'Art* revue, brought together a striking layout, abundant photography and writers like Ernest Hemingway and Samuel Beckett. *Cahiers d'Art* ceased publication in 1960 and its books, journals and catalogues became highly sought after by art collectors and book collectors worldwide. The Cahiers d'Art legacy is being continued by Swedish collector Staffan Ahrenberg, who acquired the publishing house, the rights to all of its publications, its archives and gallery in Paris in 2011.

One of the most significant assets in the Cahiers d'Art archive is the *Zervos Picasso Catalogue*. With its earliest volumes dating from 1932, complete sets of the *Zervos* are extremely rare. The revitalization of the Cahiers d'Art imprint and the subsequent republication of the newly updated *Zervos Picasso Catalogue*, now available in separate English and French editions, promises to make the work of the 20<sup>th</sup> century master more accessible to a new generation of collectors, dealers and scholars.



The *Zervos Picasso Catalogue* by Cahiers d'Art. ©Editions Cahiers d'Art

“Christian Zervos dedicated his life to Picasso, and it is our great honor to continue the Zervos/Picasso story and legacy. I think it is essential for the *Zervos* to be back in print and available to collectors, scholars and the trade,” said Staffan Ahrenberg, current owner of Cahiers d'Art.

Sotheby's is the exclusive worldwide distributor of the print version of the new English and French editions of the *Zervos Picasso Catalogue*. The *Zervos* is also available at Cahiers d'Art's gallery, in the publisher's original location since its founding in 1926, located at 14 rue du Dragon in the heart of Saint-Germain-des-Prés in Paris, and on its website, [www.cahiersdart.fr](http://www.cahiersdart.fr).



Zervos at the Villa Savoye. Photo courtesy of S. Gideon.

The new editions of *Cahiers d'Art* maintain the values and practices associated with the legacy of founder Christian Zervos, who built direct relationships with many of the most important artists of the 20<sup>th</sup> century, and insisted always on the highest standards of production quality. On the occasion of its relaunch in October 2012, Staffan Ahrenberg published the first edition of the journal since 1960, featuring a new work by Ellsworth Kelly on its cover.

Join the "Zervos Picasso Catalogue Relaunch" conversation on social media by mentioning @Cahiers\_dArt and using the #ZervosPicasso hashtag when posting.

#### **About Staffan Ahrenberg:**

Born in Sweden, Staffan Ahrenberg maintains a long family tradition of collecting art. His father, Theodor ("Teto") Ahrenberg (1912–89), built one of the largest collections of

modern and contemporary art in northern Europe, including a significant number of works by Picasso, Matisse and Le Corbusier. In 2011, Staffan Ahrenberg acquired the legendary publishing house and gallery, Cahiers d'Art, and the rights to all of its publications, including the 33-volume *Zervos Picasso Catalogue*.

Ahrenberg has assembled a world-class team to revive Cahiers d'Art, including editorial board members Samuel Keller, Director of the Beyeler Foundation and Chairman Art Basel, and Hans Ulrich Obrist, renowned art curator and Co-Director of the Serpentine Gallery. The company has opened an additional gallery space dedicated to editions at 15 rue du Dragon and has prepared a full slate of publishing projects including the continuation of the *Cahiers d'Art* journal, catalogues raisonnés, standard and limited edition books and prints. Each project is the result of direct collaboration with the artists represented.

#### **About Sotheby's:**

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973) and France (2001), and the first international fine art auction house in China (2012).

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