

For Immediate Release

**Cahiers d'Art, Legendary Paris-based Publishing House, Gallery  
and Journal, to Republish the *Zervos Picasso Catalogue*,  
the Historical Reference to Picasso's Work**

**Sotheby's to be the Exclusive Worldwide Distributor of  
the *Zervos Picasso Catalogue***



Zervos and Picasso. © David Douglas Duncan

May 23, 2013 (Paris) – Cahiers d'Art, one of the world's most distinguished publishers of the visual arts, announces its plans to republish the long-out-of-print and highly sought-after *Zervos Picasso Catalogue*. Known by many as simply the *Zervos*, after Cahiers d'Art founder, Christian Zervos, the catalogue is comprised of 33 volumes with over 16,000 paintings and drawings and represents a lifetime of collaboration between Zervos and Picasso. Cahiers d'Art will make the *Zervos* available in English translation for the first time in its history, in addition to the inclusion of corrections to the original catalogue prepared together with Picasso Administration. The publisher further announces Sotheby's as the worldwide distributor of the *Zervos Picasso Catalogue*. In addition, Sotheby's will also be offering the legendary *Cahiers d'Art* revue and other *Cahiers d'Art* publications to its global audience. The publication will be available on December 15, 2013, and pre-orders can be made through Sotheby's at [zervos.sothebys.com](http://zervos.sothebys.com).

Cahiers d'Art was founded in Paris in 1926 by Christian Zervos and 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. The concept was revolutionary in its day; Cahiers d'Art was at once a publishing house, a gallery and a journal. 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*, to be made 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.

"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.

"We are thrilled to be associated with Cahiers d'Art's legendary history as well as their very exciting future under the stewardship and vision of Staffan Ahrenberg," commented Tobias Meyer, Worldwide Head of Contemporary Art at Sotheby's. "There is incredible potential in the return of their tradition of partnership with artists, which we have already seen in their initial collaborations with Ellsworth Kelly and the Calder Foundation, and we are thrilled to help them reach an audience of the world's most discerning collectors. The re-issuing of the *Zervos* is particularly exciting - every serious collector of Picasso will want this pivotal reference work, which is also a collector's item in its own right."

Sotheby's will be the exclusive worldwide distributor of the print version of the new English and French editions of the *Zervos Picasso Catalogue*. The

*Zervos* will also be 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).

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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