



Alberto Giacometti
Figure moyenne II

SUMMARY MARKETING PROPOSAL

- **Alberto Giacometti's *Figure moyenne II* will be included in the London Impressionist & Modern Art Evening Sale to be held in June 2017.**
- *Figure moyenne II* will be illustrated as a frontispiece in the Impressionist & Modern Art Evening Sale catalogue.
- **The Giacometti will be sent to New York on the Impressionist and Modern Art Traveling highlights exhibition where the work will feature in the exhibition brochure.**
- **Alberto Giacometti's *Figure moyenne II* will be featured in print advertisements in publications such as The Art Newspaper and International New York Times Venice Biennale Wrap.**
- *Figure moyenne II* will be featured in Sotheby's Magazine.
- **The Giacometti will be included in the Impressionist & Modern Art Sale E-catalogue on [REDACTED], and the app, available for download from our website prior to sale.**
- **Alberto Giacometti's *Figure moyenne II* will be featured in the Impressionist & Modern Art Evening Sale catalogue with information on provenance, detailed images, comparative photographs and a fully researched scholarly note.**
- **We will organise a press photocall at the opening of the pre-sale exhibition, London.**
- **Events during the presale week in London will include a Private Tour, VIP Summer Party and Talk and a brunch for our top clients.**
- **The Giacometti will be displayed as a poster and/or on a tv screen in our Sotheby's London, New York, Hong Kong, Moscow and Geneva offices.**
- **We will directly market your work to Giacometti collectors, art advisors and institutions across the world exhaustively analyzing our extensive buyers and underbidders database. Led by Helena Newman, Simon Shaw, Patti Wong, our global network of Sotheby's representatives in Europe, Asia, the United States and the rest of the world will be closely involved in this process.**