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**INAUGURAL AUCTION OF HEIRLOOM VEGETABLES TO BENEFIT LOCAL FARMERS TO BE HOSTED AT
SOTHEBY'S NY**

A Celebration of the Art of Farming to Support Local Farmers

NEW YORK, New York (June 15, 2010) - Sotheby's Auction House announces it will serve as host to the inaugural Tri-State Heirloom Vegetable auction on **September 23, 2010**. Just in time for the harvest season, this first-of-its-kind event, titled *The Art of Farming*, will celebrate edible heirlooms and the art involved in their creation. The novel concept provides a unique platform for local farmers, purveyors, celebrity chefs, food industry experts and high-profile New Yorkers to join together for a shared interest in the vitality of the Greenmarket and raise important funds for the **GrowNYC New Farmer Development Project** and **The Sylvia Center at Katchkie Farm**. The event is supported by leaders and visionaries in the sustainable food and farming movement, including **Eric Ripert, Ruth Reichl, Martha Stewart, Bette Midler, Dan Barber, Liz Neumark**, and others.

"We are thrilled to host *The Art of Farming* at Sotheby's," says Amy Todd Middleton, SVP Director of Worldwide Marketing for Sotheby's, who was intrigued when Brent Ridge, owner of Beekman 1802 Farm in upstate New York presented her with the idea last winter. "Sustainable farming and preservation of heirloom varieties is a true art form. We are proud to support our local farmers - the food artisans - by integrating the food and art communities with this first ever edible auction."

The Art of Farming evening will begin with a cocktail reception with "local" hors d'oeuvres by renowned restaurant **Rouge Tomate**, which strives to address social and environmental issues, taking pride in farm to table cuisine and implementing sustainable practices such as their firm dedication to composting. **Jamie Niven**, Chairman of Sotheby's North America, will lead a live auction of Heirloom vegetables from more than 40 local farmers from the tri-state area, including Brent Ridge and Josh Kilmer-Purcell of Beekman 1802, John Gorzynski of Gorzynski Ornerly Farms, Russell Glover of Consider Bardwell, Tom Culton of Culton Organics, and Richard Ball of Schoharie Valley Farms. All seeds for the produce on sale have been donated to the farmers by Landreth and Seed Savers.

Also on the block will be incredible food and drink experiences such as summer farm internships for students, field trips for school classes, celebrity chef dinners, vegetable futures, farm-to-table dinners, New York wine country getaways, Brooklyn brewmaster tastings, and a bountiful silent auction of delectable items.

Following the auction, there will be an exclusive four-course dinner for benefactors, designed by a line-up of renowned celebrity chefs, including: **Jeff Gimmel of Swoon Kitchenbar** in Hudson, New York; **Jean-**

Georges Vongerichten, Chef of Jean Georges; **Roberto Alicea**, Executive Chef of Andaz 5th Avenue; and **Myriam Eberhardt**, Pastry Chef of DBGB Kitchen and Bar. The decadent menu will be created using fresh, seasonal ingredients like those on sale at the auction, donated by local organic markets and livestock providers. Each table will be hosted by a local farmer.

“The Art of Farming auction and dinner at Sotheby’s represents a new level of commitment to celebrating local flavors while supporting sustainable agriculture and good earth practices,” says Liz Neumark, Founder and CEO of Great Performances.

To complement the evening’s festivities, earlier the same day Sotheby’s will also host a series of high-profile gallery talks illuminating how art and food, flavor and culture, and trade and sustainability all impact- and are affected by- the journey from farm to table. The afternoon’s line-up, led by **Karen Karp**, President of Karp Resources, includes industry veterans Scott Exo, Executive Director, Food Alliance; Mitchell Davis, Vice President, James Beard Foundation; and others.

The Art of Farming will coincide with and kick-off the **2010 Eat Drink Local week** in New York City, the annual celebration of the local food chain, co-produced by *Edible* magazines and GrowNYC. All proceeds from the event will benefit the **GrowNYC New Farmers Development Project**, which identifies, educates and supports immigrants with agricultural experience to become local producers and establish farms in the region, and **The Sylvia Center**, a program that inspires and teaches children to eat well through hands-on experiences at Katchkie Farm and in school and community centers all over New York City.

“We are extremely proud to kick-off Eat Drink Local week in New York with this unprecedented auction,” says Brian Halweil, Publisher of Edible Manhattan. “The Art of Farming is a landmark celebration of the farmers, chefs, and food makers who feed us, and we are thrilled to have Sotheby’s as an ally in building food diversity from the farm fields to our kitchens.”

For more information on *The Art of Farming* or to purchase tickets, visit www.artoffarming.org

About Sotheby’s:

Sotheby’s is a global company that engages in art auction, private sales and art-related financing activities. Sotheby’s operates in approximately 40 countries, with principal salesrooms located in New York, London, Hong Kong and Paris. Founded in 1744, Sotheby’s began a tradition of handling magnificent masterpieces and achieving unrivalled success at auction. Today, as a pioneer and leader of the ever-expanding international art market, Sotheby’s continues this tradition of excellence at its many locations around the world. Each season, Sotheby’s salesrooms in New York, London, Hong Kong, Paris, Geneva, Zurich, Amsterdam and Milan provide the backdrop for numerous high-profile auctions. In 2004, Sotheby’s made auction history with Pablo Picasso’s *Garçon à la pipe*, selling for \$104,168,000, then the record for the most expensive work of art sold at auction. This past February, Sotheby’s surpassed that record when Alberto Giacometti’s *L’homme qui marche I* sold for \$104,327,006.

About Eat Drink Local Week:

Eat Drink Local week is a celebration of the local food chain—a restaurant week with a mission. It runs statewide from September 26-October 6, 2010, with the collaboration of all Edible magazines in the Empire State, and involves partners from the entire food chain—including restaurants, wine shops and wineries, breweries and beer bars, farms and food artisans, and cultural institutions that celebrate food. Eat Drink Local week is co-produced by Edible magazines and the GrowNYC Greenmarket. For more information visit, www.ediblemanhattan.com.

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