



PRESS RELEASE

EXCLUSIVE BOMBAY SAPPHIRE® INSPIRED GLASSWARE CHARITY AUCTION



Bombay Sapphire inspired martini cocktail glass designed by Peter Crisp in 2000

Bombay Sapphire gin is pleased to announce an exclusive charity auction of 18 unique *Bombay Sapphire* inspired martini cocktail glasses due to take place on 11 May 2010 at the Palazzo Colonna in Rome, Italy.

The auction will be hosted by the international art auction house Sotheby's, and followed by *Bombay Sapphire* cocktails served on the palace terrace overlooking the magnificent gardens of the Colonna family residence.

The star attraction at the auction will be the "Chalice" martini cocktail glass, donated by Australian glass artist Peter Crisp. Recreated from his original *Bombay Sapphire* inspired design from 2000, this stunning glass is the world's first drinking vessel created by fusing precious stones onto glass, and features 226 blue sapphires. A truly unique collector's item, the glass has been valued at US \$25,000 by the artist.

Crisp says, "It's wonderful to see just how much *Bombay Sapphire* has inspired the design world over the last two decades and I would personally like to thank *Bombay Sapphire* and everyone else involved in this project who has given their time and energy to making it a success."

Bombay Sapphire is instantly recognisable around the world thanks to its striking translucent blue glass bottle design, and has been actively supporting inspirational design worldwide for nearly 20 years. Its association with design began in the 1990's when internationally acclaimed designers first created their versions of the ultimate martini cocktail glass inspired by *Bombay Sapphire*.

Since 1992 twenty-two martini cocktail glasses have been created to date by some of the most high profile designers in the world. All have been showcased in the highly successful *Bombay Sapphire* Inspired global advertising campaign.

Seven of these limited edition glasses will be auctioned alongside Peter Crisp's "Chalice" glass, including glasses designed by Karim Rashid, Tom Dixon, Eva Zeisel, Michael Graves, Dakota Jackson and Marcel Wanders. The beautiful glass designed by US jewellery designer Stephen Dweck, has also been kindly recreated and donated by the designer to support the auction.

Funds raised by the auction will be donated to cancer research charities including the *Cure For Life Foundation* in Australia, which supports the research and treatment of brain tumours and the *AIRC* (Italian Association for Cancer Research) in Italy.

The auction also coincides with the 10th anniversary of the *Bombay Sapphire* Designer Glass Competition. Inspired by the *Bombay Sapphire* advertising campaign, the competition was launched in 2000 to support up and coming designers.

Every year for the last decade thousands of emerging designers from all over the world have entered the *Bombay Sapphire* Designer Glass Competition to design a martini cocktail glass inspired by *Bombay Sapphire* and compete for the £10,000 global prize money.

To celebrate this anniversary the auction will feature the *Bombay Sapphire* Designer Glass Competition global winning glasses from Russia (2005), UK (2006), Portugal (2007), Thailand (2008) and Germany (2009).

Ends

EVENT DETAILS

Date: 11 May 2010

Time: 18.30hrs

Venue: Coffee House of Palazzo Colonna,
Piazza SS. Apostoli 66,
00187 Rome, ITALY

Entrance to the event is strictly by invitation only.

www.bombaysapphire.com

*For further information and photography please contact:
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EDITOR'S NOTE

Why is *Bombay Sapphire* gin so special?

Based on a secret 1761 recipe, the taste of *Bombay Sapphire* gin is created by perfectly balancing a unique combination of the finest botanical ingredients sourced from around the world. Unlike many other gins, which boil their botanicals directly in the spirit to achieve their taste, the 10 botanicals in *Bombay Sapphire* are placed by hand into a perforated copper basket. The spirit vapour passes up through the basket and in a process known as 'vapour infusion' it is delicately infused with the aromatic flavours of the botanicals. The result is the refined and delicately balanced taste which gives *Bombay Sapphire* gin its extraordinary versatility.

www.bombaysapphire.com

IMAGE SHEET



A selection of the *Bombay Sapphire* Inspired martini glasses up for auction



The *Bombay Sapphire* Inspired martini glass designed and donated by Stephen Dweck



The *Bombay Sapphire* advertising campaign featuring the Tom Dixon martini glass



The beautiful Coffee House of the Palazzo Colonna in Rome, Italy where the auction will take place

PROJECT PARTNERS



The Italian Association for Cancer Research (Associazione Italiana per la Ricerca sul Cancro, or AIRC) was founded in 1965 by a group of researchers at the Istituto Tumori in Milan, including Umberto Veronesi and Giuseppe della Porta, with invaluable support from eminent local businesspeople. From the outset, AIRC has been committed to fostering cancer research in Italy, and has gradually expanded to include 17 Regional Committees and nearly two million members.

The AIRC raises funds and provides grants for cancer research, as well as providing the public with the latest news. Fundraising takes place in two forms: 50% through national and local events designed for the general public and the business community, and 50% through letters requesting support.

Each year, the funds raised are allocated to research projects and study grants deemed particularly worthwhile by AIRC's Scientific Committee made up of oncology experts throughout Italy, who review and select applications with the help of more than 250 European and American researchers.

www.airc.it



The Cure For Life Foundation was established in 2003 by the world-renowned neurosurgeon Dr Charles Teo in response to the increasing incidence of brain cancer and the lack of research being conducted in Australia.

Today the Foundation has firmly established itself as the leading not-for-profit organisation promoting and supporting brain tumour research in Australia.

Our dream is of a day when all patients diagnosed with brain cancer can be told they have a manageable disease.

www.cureforlife.org.au

Sotheby's
EST. 1744

Sotheby's is a global company that engages in art auction, private sales and art-related financing activities. The Company operates in 40 countries, with principal salesrooms located in New York, London, Hong Kong, Paris and Milan. The Company also regularly conducts auctions in six other salesrooms around the world. Sotheby's is listed on the New York Stock Exchange under the symbol BID.

www.sothebys.com



PETER CRISP

Peter Crisp started experimenting with the ancient Egyptian technique of "slumped glass" in 1978, using heat and gravity to give shape and form to his ideas. Since 1983 he has had numerous solo exhibitions, represented now in major public collections, and has retailed his work in the most prestigious outlets around the world. Perhaps it is his tableware for which he is best known, where he has gained an international reputation for work that balances sensitivity with practical reality. He has also designed the world's most expensive perfume bottle, and continues to be innovative as [his most recent work is truly a world first which involves the fusion of precious stones into glass](#).

Peter Crisp's martini cocktail glass for *Bombay Sapphire* is nothing less than a spectacular chalice, the architectural, angular, masculine stem acting as a counterpoint to the feminine, free-flowing glass bowl.

www.petercrisp.com.au