

For Immediate Release:

JULIEN'S AUCTIONS ANNOUNCES RARE BANKSY MURAL *HEART BOY* TO GO ON DISPLAY IN LONDON BEFORE AUCTION

Wednesday, April 20th – Saturday, April 30th, 2016

Mall Galleries, The Mall, London SW1

London, England – April 18, 2016 – Julien's Auctions, the world-record breaking auction house to the stars, has announced an exclusive display of a rare Banksy mural *Heart Boy* at Mall Galleries in London beginning Wednesday, April 20th, 2016 and continuing through the live auction sale of the mural on Saturday, April 30th, 2016.



The detached mural, measuring over 7 feet tall was originally created by Banksy in 2009 on the side of a building located at 27-30 Goswell Road in Islington, London, near King's Cross Station. The mural shows a life-size young boy wielding a wet paint brush, having just painted a large graffiti pink heart on a brick wall. This will likely be the last opportunity for the public to view this seminal mural in the city where it was originally created.

To create this mural, Banksy and Brooklyn-based collective, Faile, stalked the streets of Islington seven years ago in search of the perfect building on which to execute their work. When the location was finally found Banksy began creating the mural *Heart Boy* with black aerosol, stencils and pink acrylic. A variation of this finished work was considered so special to Banksy that he prominently featured it in his own book *Wall and Piece* (UK, Century, 2006).

The demolition of the building in 2009 initiated the removal and conservation of the mural, which has remained in the owner's possession until now. The public is invited to view the work before it hits the auction block at Julien's Auctions during the *Julien's Auctions Street & Contemporary Art* auction, which will also feature eight additional Banksy works. The auction will take place on Saturday, April 30th, 2016 at the Julien's Auction Gallery in Los Angeles, California.

Banksy (British, 1974) *Heart Boy*, 2009 measures 86 ½” by 41 ¾” by 11 ¾”, black aerosol stencil, pink acrylic on concrete and white-washed brick, estimated at \$80,000-\$120,000.

On the fateful night when Banksy and Brooklyn-based collective Faile found the right building, the meeting of whitewashed brick and concrete became the site of Banksy’s mural *Heart Boy*. The stencil can be found in at least three different places throughout London including Tottenham Court Road, the roundabout at Old Street and on Rivington Street in Shoreditch. As a provocateur, Banksy is known for his sarcastic and irreverent style. The demolition of the building in 2009 initiated the removal and conservation of the mural. Banksy posted to his own website of (www.banksy.co.uk) a photograph of a variation of this exact stencil.

BANKSY HEART BOY PUBLIC EXHIBITION (LONDON)

Wednesday, April 20, 2016 – Saturday, April 30, 2016

10:00 a.m. – 5:00 p.m. Daily

Mall Galleries

The Mall, London SW1

STREET & CONTEMPORARY ART AUCTION – PRESS PREVIEW (LOS ANGELES)

Friday, April 22, 2016 – 10:00 a.m. – 3:00 p.m. PDT

Location: Julien’s Auctions Los Angeles Gallery

741 North La Cienega Boulevard, Los Angeles, CA 90069

(Heart Boy will only be displayed in London; Los Angeles Exhibition includes all other Banksy works)

STREET & CONTEMPORARY ART AUCTION – PUBLIC EXHIBITION (LOS ANGELES)

Public Exhibition: Friday April 22nd - Friday April 29th, 2016

Location: Julien’s Auctions Los Angeles Gallery

741 North La Cienega Boulevard, Los Angeles, CA 90069

(Heart Boy will only be displayed in London; Los Angeles Exhibition includes all other Banksy works)

AUCTION DATES AND LOCATION

Julien’s Auctions West Hollywood Gallery

741 North La Cienega Boulevard, Los Angeles, CA 90069

Saturday, April 30, 2016

Session I: 2:00 PM PDT - 6:00 PM PDT

Session II: 7:00 PM PDT - 8:00 PM PDT

Registering to Bid

Registration is required to bid in this live auction and can be done in person at the exhibition and auction, or online before the sale at the JuliensAuctions.com [Registration page](#) to bid by phone, proxy or in person, or online at JuliensLive.com to bid live online, or by calling (310) 836-1818.

Placing Bids

There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at JuliensLive.com.
2. Place bids in the room by attending the auction.
3. Bid over the telephone through an auction house representative, who sits in the room and conveys the bid to the auctioneer.
4. Enter Absentee bids. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions at (310) 836-1818 or online at juliensauctions.com at our [Register to Bid page](#).

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the Auction House to the Stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions from the world of entertainment, Rock n' Roll, sports and art. Founded by Darren Julien, Julien's Auctions has achieved international recognition for its extraordinary auction events which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in auctioning iconic artifacts and notable collections from the world's most recognizable stars including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Larry Hagman, Les Paul, Bob Hope, Elvis Presley, Frank Sinatra, Jimi Hendrix and many more. Each auction is beautifully documented in a collectible high gloss auction catalog uniquely capturing the story of the collection and photographs of each treasure. Based in Los Angeles, Julien's Auctions has an international presence and is featured widely in the press both domestically and internationally while bringing their exhibitions and auctions to destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video, by phone and by text. Darren Julien, Founder & CEO, and Martin Nolan, Executive Director, head up the organization and together have led the renowned auction house to world record breaking auction results. For more information, go to www.juliensauctions.com.

PRESS CONTACT

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