Bonhams 🖺



Gibson GuitarTown on the Sunset Strip **Charity Auction**

Friday February 22, 2013 at 8pm Los Angeles















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Friday February 22, 2013 at 8pm Los Angeles

Bonhams

7601 W. Sunset Boulevard Los Angeles, California 90046 **bonhams.com**

Preview

Thursday February 21, 12pm to 5pm Friday February 22, 12pm to 5pm

Ride

+1 (323) 850 7500 +1 (323) 850 6090 fax

To bid via the internet please visit www.bonhams.com

Sale Number: 21265

Lots 1 - 18

Catalog: \$10

Inquiries

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Online bidding will be available for this auction. For further information please visit: www.bonhams.com/21265

Please see pages 2 to 5 for bidder information including Conditions of Sale, after-sale collection and shipment.

OFFSITE SOLD PROPERTY STORAGE INFORMATION

Please note that all lots, if not removed immediately after the sale, will be transferred to a nearby storage facility. For the convenience of the successful bidder of one or more of these lots, all purchased lots will be transferred to our offsite storage together. Please read the Conditions of Sale regarding the removal of sold lots.

Bonhams' storage and logistics partner is Box Brothers, a well-known organization that specializes in crating, packaging and shipping.

Our storage and logistics partnership provides several beneficial services. The first being 5 days of free storage.

- During this auction, clients will be expected to pick up all property from Bonhams by 5pm on Friday March 1, 2013.
- All items, along with all other items purchased, if not removed immediately after the sale, will be transferred to Box Brothers warehouse on March 4. With an appointment made 24 hours in advance, clients can pick up their property at 220 W. Ivy Ave, Unit C in Inglewood.
- Box Brothers will charge an uplift fee to transport your items to their warehouse. Small
 items that can be handled easily by one person will be charged \$50. Larger items
 that can still be handled by one person will be charged \$85. Large items that require
 two people to handle will be charged \$100. Charges will be payable directly to Box
 Brothers. Should you choose to have Box Brothers ship or deliver your property, this
 uplift fee will be waived.
- Clients will have 5 days of free storage to retrieve their property or make arrangements with Box Brothers to pack and ship their property. Storage fees will begin to accrue on the 6th day of storage.
- Retrieval from the offsite warehouse is by appointment only. Clients must call 24 hours
 in advance. Clients can utilize the delivery services offered by Box Brothers or clients may
 make their own arrangements. Please call +1 (800) 474 7447.
- Box Brothers is available to ship internationally. They offer importing and exporting services. Clients can select either airfreight or ocean cargo delivery options, which range from door-to-port, door-to-airport with door-to-door service also available. Clients can ship one item, co-load or container load at a discounted rate through Box Brothers. Please call +1 (800) 474 7447 for more information.
- Payment of the hammer price, premium and any applicable sales taxes must be made directly to Bonhams prior to the release of property. Any removal, storage or other fees due to Box Brothers should be made directly to Box Brothers.
- Change of shipping address must be authorized by Bonhams Revenue Manager, Martin Romero, before Box Brothers will be permitted to re-route your purchases.

CONDITIONS OF SALE for the Gibson GuitarTown on the Sunset Strip Sale

The following Conditions of Sale, as amended by any published or posted notices or verbal announcements during the sale, constitute the entire terms and conditions on which property listed in the catalog shall be offered for sale at auction and sold via Bonhams for the Sunset Strip Business Association, Inc., acting on behalf of itself and the Gibson Foundation, Inc., the consignor of such property for whom we are providing certain auction services and acting as agent. As used herein, "Bonhams" "we" and "us" refer to Bonhams & Butterfields Auctioneers Corporation in its capacity as auction agent, including any local or affiliated entity Bonhams may engage to assist with the auction.

Additional terms and conditions of sale relating to online bidding apply to bidders participating via our live online bidding facility; see www.bonhams.com/WebTerms for the supplemental terms.

Notice Regarding Buyer's Premium:

Please note that our standard buyer's premium charge has been waived for the Gibson GuitarTown on the Sunset Strip Sale.

As used herein, the term "purchase price" means the aggregate of the successful bid price, which is the price at which a lot is successfully knocked down to the purchaser at auction, and applicable taxes calculated on the bid price, including any California, Arizona, Connecticut, Georgia, Illinois, Massachusetts, Nevada, New York, Pennsylvania, Texas, Washington, D.C., Washington state or other state or local sales tax (or compensating use tax) and other applicable taxes (unless the purchaser provides a valid resale certificate evidencing that it is exempt by law from the payment thereof)

On the fall of the auctioneer's hammer, the highest bidder shall have purchased the offered lot in accordance and subject to compliance with all of the terms and conditions set forth herein and (a) assumes full risk and responsibility therefor, (b) if requested, will sign a confirmation of purchase, and (c) will pay the purchase price in full for all lots purchased. No lot may be transferred. Any person placing a bid as agent on behalf of another (whether or not such person has disclosed that fact or the identity of the principal) may be jointly and severally liable with the principal under any contract resulting from the acceptance of a bid.

Unless otherwise agreed, payment in good funds is due and payable immediately following the sale and in any event within two (2) business days following the auction. Whenever the purchaser pays only a part of the total purchase price for one or more lots purchased, we may apply such payments, in our sole discretion, to the lot or lots we choose. Payment will not be deemed made in full until we have collected good funds for all amounts due.

Payment for purchases may be made in or by (a) cash, (b) cashiers check or money order, (c) personal check with approved credit drawn on a U.S. bank, (d) wire transfer or other immediate bank transfer, or (e) Visa, MasterCard or American Express credit or debit card. A processing fee will be assessed on any returned checks. Please note that the amount of cash notes and cash equivalents that can be accepted from a given purchaser may be limited.

The purchaser grants us and the seller a security interest in the property, and we may retain as collateral security for the purchaser's obligations to us, any property and all monies held or received by us for the account of the purchaser, in our possession. We retain all rights of a secured party under the California Commercial Code. If the foregoing conditions or any other applicable conditions herein are not complied with, in addition to other remedies available to us and the seller by law, including without limitation, the right to hold the purchaser liable for the purchase price, we at our option may either (a) cancel the sale, retaining as liquidated damages all payments made by the purchaser or (b) resell the property, either publicly or privately, and in such event the purchaser shall be liable for the payment of any deficiency plus all costs and expenses of both sales, our commission at our standard rates, all other charges due hereunder, attorneys' fees, expenses and incidental damages. If all bid price and other sums due from the purchaser are not paid promptly as provided in these Conditions of Sale, we reserve the right to impose a finance charge equal to 1.5% per month on all amounts due to us beginning on the 31st day following the sale until payment is received, in addition to other remedies available to us by law.

- 3. We reserve the right to withdraw any property and to modify any lot at any time before such property's auction. Unless otherwise announced by the auctioneer at the time of sale, all bids are per lot as numbered in the catalog and no lot shall be divided or combined for sale.
- 4. No person will be entitled to bid at the auction without first having registered to bid. We reserve the right to refuse to recognize bids from any person not registered to bid, to reject a bid from any bidder, to split any bidding increment, and to advance the bidding in any manner the auctioneer may decide. In the event of any dispute between bidders, or in the event the auctioneer doubts the validity of any bid, the auctioneer shall have sole and final discretion either to determine the successful bidder or to re-offer and resell the article in dispute. If any dispute arises after the sale, our sales records shall be conclusive in all respects.
- 5. If we or the seller are prevented by fire, theft or any other reason whatsoever from delivering any property to the purchaser or a sale otherwise cannot be completed, our and the seller's liability shall be limited to the sum actually paid therefor by the purchaser and shall in no event include any compensatory, incidental, or consequential damages.
- 6. If a lot is offered subject to a reserve, we may implement such reserve by bidding on behalf of the seller, whether by opening bidding or continuing bidding in response to other bidders until reaching the reserve. If we have an interest in an offered lot and the proceeds therefrom other than our commissions, we may bid therefor to protect such interest. THE SELLER IS NOT ALLOWED TO BID ON ITS OWN ITEMS.
- 7. All statements contained in the catalog or in any bill of sale, condition report, invoice or elsewhere as to authorship, period, culture, source, origin, measurement, quality, rarity, provenance, importance, exhibition and literature of historical relevance, or physical condition ARE QUALIFIED STATEMENTS OF OPINION AND NOT REPRESENTATIONS OR WARRANTIES. No employee or agent of Bonhams is authorized to make on our behalf or on that of the seller any representation or warranty, oral or written, with respect to any property.
- 8. Purchased property shall be removed from the premises at which the sale is conducted by 4:00 PM Pacific Time on the second (2nd) business day following the auction. Property remaining onsite more than five (5) business days following the auction, if not removed promptly following sale, may be transferred to an offsite facility or third party warehouse at the purchaser's risk and expense. Accounts must be settled in full before property will be released. We reserve the right to transfer property not so removed to an offsite storage location at the purchaser's risk and expense. Packing and handling of purchased lots are the responsibility of the purchaser.
- 9. The copyright in the text of the catalog and the photographs, digital images and illustrations of lots in the online catalog belong to Bonhams or its licensors. Auction participants may not reproduce or permit anyone else to reproduce such text, photographs, digital images or illustrations without our prior written consent.
- 10. These Conditions of Sale shall bind the successors and assigns of all bidders and purchasers and inure to the benefit of our successors and assigns. No waiver, amendment or modification of the terms hereof (other than posted notices or oral announcements during the sale) shall bind us unless specifically stated in writing and signed by us. If any part of these Conditions of Sale is for any reason invalid or unenforceable, the rest shall remain valid and enforceable.
- 11. These Conditions of Sale and the purchaser's and our respective rights and obligations hereunder are governed by the laws of the State of California. By bidding at an auction, each purchaser and bidder agrees to be bound by these Conditions of Sale. Any dispute, controversy or claim arising out of or relating to this agreement, or the breach, termination or validity thereof, brought by or against Bonhams (including the seller for whom it acts as agent) shall be resolved by the procedures set forth below.

CONDITIONS OF SALE - CONTINUED

Mediation and Arbitration Procedures

(a) Within 30 days of written notice that there is a dispute, the parties or their authorized and empowered representatives shall meet by telephone and/or in person to mediate their differences. If the parties agree, a mutually acceptable mediator shall be selected and the parties will equally share such mediator's fees. The mediator shall be a retired judge or an attorney familiar with commercial law and trained in or qualified by experience in handling mediations. Any communications made during the mediation process shall not be admissible in any subsequent arbitration, mediation or judicial proceeding. All proceedings and any resolutions thereof shall be confidential, and the terms governing arbitration set forth in paragraph (c) below shall govern.

(b) If mediation does not resolve all disputes between the parties, or in any event no longer than 60 days after receipt of the written notice of dispute referred to above, the parties shall submit the dispute for binding arbitration before a single neutral arbitrator. Such arbitrator shall be a retired judge or an attorney familiar with commercial law and trained in or qualified by experience in handling arbitrations. Such arbitrator shall make all appropriate disclosures required by law. The arbitrator shall be drawn from a panel of a national arbitration service agreed to by the parties, and shall be selected as follows: (i) If the national arbitration service has specific rules or procedures, those rules or procedures shall be followed; (ii) If the national arbitration service does not have rules or procedures for the selection of an arbitrator, the arbitrator shall be an individual jointly agreed to by the parties. If the parties cannot agree on a national arbitration service, the arbitration shall be conducted by the American Arbitration Association, and the arbitrator shall be selected in accordance with the Rules of the American Arbitration Association. The arbitrator's award shall be in writing and shall set forth findings of fact and legal conclusions.

- (c) Unless otherwise agreed to by the parties or provided by the published rules of the national arbitration service:
- (i) the arbitration shall occur within 60 days following the selection of the arbitrator;
- (ii) the arbitration shall be conducted in the city of San Francisco, California; and
- (iii) discovery and the procedure for the arbitration shall be as follows:

- (A) All arbitration proceedings shall be confidential;
- (B) The parties shall submit written briefs to the arbitrator no later than 15 days before the arbitration commences;
- (C) Discovery, if any, shall be limited as follows: (I) Requests for no more than 10 categories of documents, to be provided to the requesting party within 14 days of written request therefor; (II) No more than two (2) depositions per party, provided however, the deposition(s) are to be completed within one (1) day; (III) Compliance with the above shall be enforced by the arbitrator in accordance with California law;
- (D) Each party shall have no longer than eight (8) hours to present its position. The entire hearing before the arbitrator shall not take longer than three (3) consecutive days:
- (E) The award shall be made in writing no more than 30 days following the end of the proceeding. Judgment upon the award rendered by the arbitrator may be entered by any court having jurisdiction thereof.

To the fullest extent permitted by law, and except as required by applicable arbitration rules, each party shall bear its own attorneys' fees and costs in connection with the proceedings and shall share equally the fees and expenses of the arbitrator.

Disclaimer of Warranties; Limitation of Liability

ALL PROPERTY IS SOLD "AS IS". NEITHER BONHAMS NOR THE SELLER MAKES ANY REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, AS TO THE MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE, OR CONDITION OF THE LOT, OR AS TO CORRECTNESS OF DESCRIPTION, GENUINENESS, ATTRIBUTION, PROVENANCE OR PERIOD OF THE LOT, OR AS TO WHETHER THE PURCHASER ACQUIRES ANY COPYRIGHTS OR OTHER INTELLECTUAL PROPERTY RIGHTS IN LOTS SOLD OR AS TO WHETHER A LOT IS SUBJECT TO THE ARTIST'S MORAL RIGHTS OR ANY OTHER RESIDUAL RIGHTS OF ITS MAKER, OR AS TO A LOT'S VALUE FOR TAX OR ANY OTHER PURPOSES. THE ENTIRE RISK WITH REGARD TO THE QUALITY, PERFORMANCE, DESCRIPTION, SIZE, GENUINESS, ATTRIBUTION, PROVENANCE AND CONDITION OF THE LOT IS WITH THE PURCHASER.

EACH BIDDER AND PURCHASER EXPRESSLY ACKNOWLEDGES AND AGREES THAT IN NO EVENT SHALL BONHAMS OR THE SELLER BE LIABLE FOR ANY DAMAGES INCLUDING, WITHOUT LIMITATION, ANY COMPENSATORY, INCIDENTAL OR CONSEQUENTIAL DAMAGES.

SELLER'S GUIDE

SELLING AT AUCTION

Bonhams can help you every step of the way when you are ready to sell art, antiques and collectible items at auction. Our regional offices and representatives throughout the US are available to service all of your needs. Should you have any further questions, please visit our website at www.bonhams.com/us for more information or call our Client Services Department at (800) 223 2854 ext. 3550.

Auction Estimates

The first step in the auction process is to determine the auction value of your property. Bonhams' world-renowned specialists will evaluate your special items at no charge and in complete confidence. You can obtain an auction estimate in many ways:

- Attend one of our Auction Appraisal Events held regularly at our galleries and in other major metropolitan areas.
 The updated schedule for Bonhams Auction Appraisal Events is available at www.bonhams.com/us.
- Call our Client Services Department to schedule a private appointment at one of our galleries. If you have a large collection, our specialists can travel, by appointment, to evaluate your property on site.
- Send clear photographs to us of each individual item, including item dimensions and other pertinent information with each picture. Photos should be sent to

Bonhams' address in envelopes marked as "photo auction estimate". Alternatively, you can submit your request using our online form at www.bonhams.com/us. Digital images may be attached to the form. Please limit your images to no more than five (5) per item.

Consigning Your Property

After you receive an estimate, you may consign your property to us for sale in the next appropriate auction. Our staff assists you throughout the process, arranging transportation of your items to our galleries (at the consignor's expense), providing a detailed inventory of your consignment, and reporting the prices realized for each lot. We provide secure storage for your property in our warehouses and all items are insured throughout the auction process. You will receive payment for your property approximately 35 days after completion of sale.

Sales commissions vary with the potential auction value of the property and the particular auction in which the property is offered. Please call us for commission rates.

Professional Appraisal Services

Bonhams' specialists conduct insurance and fair market value appraisals for private collectors, corporations, museums, fiduciaries and government entities on a daily basis. Insurance appraisals, used for insurance purposes, reflect the cost of replacing property in today's retail market. Fair market value appraisals are used for estate,

tax and family division purposes and reflect prices paid by a willing buyer to a willing seller.

When we conduct a private appraisal, our specialists will prepare a thorough inventory listing of all your appraised property by category. Valuations, complete descriptions and locations of items are included in the documentation.

Appraisal fees vary according to the nature of the collection, the amount of work involved, the travel distance, and whether the property is subsequently consigned for auction.

Our appraisers are available to help you anywhere and at any time. Please call our Client Services Department to schedule an appraisal.

Estate Services

Since 1865, Bonhams has been serving the needs of fiduciaries – lawyers, trust officers, accountants and executors – in the disposition of large and small estates. Our services are specially designed to aid in the efficient appraisal and disposition of fine art, antiques, jewelry, and collectibles. We offer a full range of estate services, ranging from flexible financial terms to tailored accounting for heirs and their agents to world-class marketing and sales support.

For more information or to obtain a detailed Trust and Estates package, please visit our website at www.bonhams. com/us or contact our Client Services Department.

BUYER'S GUIDE for the Gibson GuitarTown on the Sunset Strip Sale

Bonhams is pleased to be providing auction services for the Gibson GuitarTown on the Sunset Strip Sale on Friday, February 22, 2013 at 8:00 pm P.T. at Bonhams' Los Angeles Gallery (the "Sale") to help support the Gibson Foundation's charitable efforts.

As you will find in this Buyer's Guide, bidding and buying at auction is easy and exciting. Should you have any further questions about the auction process or the lots being offered, please visit our website at www.bonhams.com/us or call the Los Angeles Reception Desk at (323) 436 5552.

Please note that due to the charitable nature of this sale, Bonhams is not charging any buyer's premium on the lots sold in this Sale.

Also, please note that buyers in the Gibson GuitarTown on the Sunset Strip Sale are asked to pay and pick up as soon as practicable and in any event no later than 4:00 p.m. Pacific Time on the second (2nd) business day following the auction.

Payment for lots purchased in this Sale may be made to Bonhams by cash, checks drawn on a U.S. bank, money order, wire transfer, or by Visa, MasterCard or American Express credit or debit card. Shipping and removal of purchased lots are the responsibility of the buyer.

Auction Catalog

The illustrated auction catalog provides descriptions and estimated values for the lots being offered for sale. Each "lot" consists of a single "guitar" visual art piece designed and customized by the named artist. The catalog also includes the dates and times for the preview and auction and the full text of the Conditions of Sale applicable to bidders and buyers in the auction.

Auction Preview

The auction preview is your chance to inspect each lot prior to the auction. We encourage you to look closely and examine each object on which you may want to bid so that you will know as much as possible about it. Lots are sold "as is" and with all faults; illustrations in the auction catalog, on the website, and in other materials are provided for identification only. At the preview, staff will be available to answer your questions and guide you through the auction process.

The preview for the Gibson GuitarTown on the Sunset Strip Sale property is scheduled for Thursday, February 21st and Friday, February 22nd in our Los Angeles gallery.

Estimates

The auction catalog includes low and high estimates for all lots. The estimates are provided as a general guide to current market value only. Estimates should not be interpreted as a representation or prediction of actual selling prices and are not warranted by Bonhams or the event organizers for tax or general value purposes.

No Reserves

Unless otherwise noted, all lots in this Sale are being offered without a "reserve" price, which is the minimum price that the seller is willing to accept for a lot.

Bidding At Auction

You can bid in the Sale in several ways: in person, via live online bidding, by absentee bid, or over the telephone. Registration is required to participate in all forms of bidding. Registration is required to participate in all forms of bidding. You can obtain registration information online or by calling the Los Angeles Reception Desk at (323) 436 5552.

Lots are auctioned in consecutive numerical order as they appear in the catalog. Bidding typically begins below the stated low estimate. The auctioneer will accept bids from interested parties, within his or her discretion (and may also execute bids on behalf of the seller by placing responsive or consecutive bids up to the amount of the reserve, but never above it, for lots subject to a reserve). We assume no responsibility for failure to execute bids for any reason whatsoever.

By bidding at auction, whether in person or by agent, by absentee bid, telephone, online or other means, the buyer or bidder agrees to be bound by the Conditions of Sale.

Bidding In Person

At the auction venue, you will need to register at the Reception Desk in order to obtain a numbered bid card. To place a bid, hold up your card so that the auctioneer can clearly see it. Decide on the maximum amount that you wish to pay and continue bidding until your bid prevails or you reach your limit. If you are the successful bidder on a lot, the auctioneer will acknowledge your paddle number and bid amount.

Absentee Bids

As a service to those wishing to place bids, we may at our discretion accept bids without charge in advance of the Sale by telephone, online, by facsimile, or in writing on bidding forms available from us. "Buy" bids will not be accepted; all bids must state the highest bid price the bidder is willing to pay. Our auction staff will try to bid just as you would, with the goal of obtaining the item at the lowest bid price possible. In the event identical bids are submitted, the earliest bid submitted will take precedence. Absentee bids will be executed in competition with other absentee bids, any applicable reserve, and bids from other auction participants. A friend or agent may place bids on your behalf, provided that we have received your written authorization prior to the sale.

Absentee bid forms are available in both the print and online versions of the catalog and at our Los Angeles gallery. Absentee bids can be submitted prior to sale in person, online, via fax or via email.

Online Bids

Web users may place absentee bids online from anywhere in the world. To place a bid online, please visit our website at www.bonhams.com/us.

We are pleased to make our live online bidding facility available to bidders in this Sale.

Additional terms and conditions of sale relating to online bidding will apply. Please see www.bonhams.com/us or contact the Client Services Department to obtain information and learn how you can register and bid online in this Sale.

Bidding By Telephone

Subject to availability, we can arrange for you to bid by telephone through a bidding clerk. To arrange for a telephone bid, please contact our Los Angeles Reception Desk at (323) 436 5552 a minimum of 24-hours prior to the Sale.

Bid Increments

Bonhams generally uses the following increment multiples as bidding progresses:

\$50-200by	\$10s
\$200-500by	\$20/50/80s
\$500-1,000by	\$50s
\$1,000-2,000by	\$100s
\$2,000-5,000by	\$200/500/800s
\$5,000-10,000by	\$500s
\$10,000-20,000by	\$1,000s
\$20,000-50,000by	\$2,000/5,000/8,000s
\$50,000-100,000by	\$5,000s
\$100,000-200,000by	\$10,000s
above \$200,000at	auctioneer's discretion

The auctioneer may split or reject any bid at any time at his or her discretion as outlined in the Conditions of Sale.

Final Purchase Price

The winning bid price constitutes the base purchase price for the lot. Applicable sales taxes are computed based on this figure, and the total (bid price plus applicable tax) becomes your final purchase price.

All sales are final and subject to the Conditions of Sale found in the auction catalog, on our website, and available at the Los Angeles Reception Desk.

Payment

All buyers are asked to pay and pick up by 4:00 p.m. Pacific Time on the second (2nd) business day following the auction. Payment for lots purchased in the Gibson GuitarTown on the Sunset Strip Sale may be made to Bonhams by cash, checks drawn on a U.S. bank with approved credit, money order, wire transfer, or Visa, MasterCard, American Express or Discover credit or debit card. All items must be paid for within two (2) business days following the auction. Please note that payment by personal or business check may result in property not being released until purchase funds clear our bank.

Sales Tax

California, Arizona, Connecticut, Georgia, Illinois, Massachusetts, Nevada, New York, Pennsylvania, Texas, Washington, D.C. and Washington state residents must pay applicable sales tax. Other state or local taxes (or compensating use taxes) may apply. Applicable sales tax will be automatically added to the invoice unless a valid resale number has been furnished or the property is shipped via common carrier to destinations outside the states listed above.

Shipping & Removal

Due to the size of the property, Bonhams will not be providing shipping services for the lots in this Sale, but may refer successful bidders to local third party providers of shipping services. Please contact the Los Angeles Cashier Desk at (323) 436 5551 for more information.

Handling and Storage Charges

Lots uncollected at Bonhams after ten (10) days may be removed to offsite storage. Handling and storage fees will apply.

Auction Results

To find out the final purchase price for any lot following the sale, please call our automated auction results line at (800) 223 2854 ext. 3410. All you need is a touch-tone telephone and the lot number. Auction results are usually available on the next business day following the sale or online at www.bonhams.com/us.



It gives me great pleasure to welcome you to the Gala Auction event celebrating Gibson GuitarTown on the Sunset Strip. This has been an incredible project inspired by the many visual artists and celebrities who have joined the cause to raise much needed funding for local charities.

For the past year, uniquely designed ten foot tall fiberglass Gibson Les Paul guitar sculptures have been on public display in high profile locations decorating the City of West Hollywood's Sunset Strip. I am delighted Gibson GuitarTown on the Sunset Strip has been such a resounding success.

On behalf of Gibson Guitar I'd like to personally thank each and every musician and visual artist who took time out to help make this one of the best Gibson GuitarTown charitable projects to date. I have no doubt the residents and local businesses of Los Angeles will dig deep to help raise a significant amount of money for the Los Angeles Fund's "Arts Matter" program, supporting music and the arts for underserved youth in the city.

Happy bidding!

Sincerely,

Henry Juszkiewicz Chairman and CEO Gibson Guitar Corp.



Gibson GuitarTown: Celebrating The Sunset Strip Through Art

Gibson GuitarTown on the Sunset Strip is a unique public art project featuring large art guitar sculptures celebrating the people and places that have influenced the legendary boulevard. Gibson GuitarTown on the Sunset Strip originally launched in August 2010 with more than 20 10-foot tall fiberglass Gibson Les Paul model guitars strategically placed on the legendary Sunset Strip. As intended, the art guitars were auctioned after their year-long "tour" with 100% of the profits supporting charity.

The public art project moved into its second phase in 2012 with the launch of a new round of guitars created by local and internationally recognized artists, including Shepard Fairey, John Kosh, RISK and Tristan Eaton. This year's Gibson GuitarTown auction will benefit The Los Angeles Fund For Public Education's "Arts Matter" program, which is dedicated to revitalizing arts and music education in L.A.'s public schools.

Gibson GuitarTown on The Sunset Strip is supported by the Sunset Strip Business Association, Hornburg Land Rover on the Sunset Strip, the City of West Hollywood and Visit West Hollywood. GuitarTown on the Sunset Strip is administered by the Gibson Foundation, the philanthropic division of Gibson Guitar Corp.

More Than Just A Boulevard: History of The Sunset Strip

Few places in the world evoke such automatic recognition and excitement as the Sunset Strip. It has served as a playground for Hollywood elite, nurtured countless music careers, and shaped rock and roll into what it is today.

1920-30s: The Sunset Strip begins to take shape as the boutiques and restaurants of the Sunset Plaza -- located in the center of the Sunset Strip –open in the 1920s. The historic Sunset Tower Hotel, designed by architect Leland A. Bryant, opens in 1931. Early residents include Howard Hughes, John Wayne, Errol Flynn and Clark Gable. Today, the Sunset Tower Hotel is still considered one of the most important Art Deco structures in Los Angeles.

1940-50s: The Strip attracts Hollywood stars and gangsters alike. Intimate jazz bar the Melody Room (now the Viper Room) is rumored to serve as an illicit gambling den for gangsters Mickey Cohen and Bugsy Siegel. Ciro's (now The Comedy Store) opens in 1940. Sammy Davis Jr., Nat King Cole and Duke Ellington are among those who perform at the club frequented by Frank Sinatra, Sidney Poitier, Cary Grant, Humphrey Bogart and Joan Crawford.

1960-70s: The Sunset Strip becomes the hub of the counterculture movement. The Whisky A Go-Go—showcasing performers like Johnny Rivers, The Doors, and Frank Zappa, opens in 1964. Gazarri's (now Key Club) opens in 1967. The Rainbow Bar & Grill opens in 1972, with John Lennon, Led Zeppelin, Jimi Hendrix and Janis Joplin frequenting the restaurant. Mitzi Shore opens The Comedy Store in 1972, showcasing talent like Jim Carrey, Sam Kinnison, Robin Williams and David Letterman. The Roxy Theatre opens in 1973 and boasts performances by David Bowie, Neil Young and Bruce Springsteen.

1980-90s: Bands including Guns N' Roses, Motley Crue, Jane's Addiction and Red Hot Chili Peppers perform at The Strip's venues before gaining international attention. The Viper Room opens its doors in 1993.

2000-now: The Sunset Strip maintains its status as a legendary destination. In 2008, the Sunset Strip businesses partner to launch the first Sunset Strip Music Festival celebrating the boulevard's music experience. Gibson GuitarTown on the Sunset Strip launches in 2010 to celebrate the Sunset Strip's history.







1 Black Eyed Peas Tsipi Mani Acrylic and photo-wrap, signed by the artist.

Inspired by the music of the Black Eyed Peas.

Tsipi Mani is a modern artist, a true original whose artistry reflects influences from ancient art to Art Nouveau and modern and contemporary artists. She is a multi-media painter and sculptor working in oils, clay, acrylic, bronze, aluminum and steel. Her sculpture reflects a love of communicating through her hands, which she uses powerfully and masterfully to shape forms with many textured surfaces – giving each piece a raw and magnetic feeling. Her experience working in a variety of media and her innate sense of design have given her the ability to create "statement" pieces using minimal materials to maximum effect. Tsipi Mani's paintings and statues fill her home and can be seen in a Beverly Hills gallery, as well as in commercial buildings in West Hollywood.

\$3,000 - 5,000

8 | Bonhams







2
The Music Machine
Stephen M. Taylor
Acrylic on fiberglass, signed by the artist.

Paying homage to the band Van Halen by utilizing the red, black and white colors of Eddie Van Halen's iconic guitar.

"In creating this piece, I chose to represent one aspect of the band above all else, which is the primary colors of Eddie Van Halen's guitar. Eddie took a simple piece of machinery and created art through it. The flat red, black and white juxtaposed striping of Eddie's guitars is as iconic as the band itself," notes artist Stephen M. Taylor.

Taylor's work combines action, intensity of emotion, love of fluidity and aggressive objects, and a detailed exploration of line and value shifts within a 2D plane. His work strives to find harmony and balance with line and value, using each interchangeably as the equal combination of the two produces a piece of art that is compelling, exciting, and balanced. Taylor's work ranges in size from 8" x 11" to 190" x 40" and expresses emotions of love, joy, peace and patience. Taylor uses objects both known and unknown to the human subconscious mind and presents to the viewer an array of imagery that is both aggressive and harmoniously interactive. All the patterns and brushstrokes of his work allow for a connection with the viewer's subconscious mind in ways that only the individual observer can control.







3
I Feel Good
Miles Regis
Mixed media, signed by the artist.

Inspired by the music and legacy of James Brown.

Based in Los Angeles, Miles Regis is a Trinidadian artist whose work is inspired by diverse cultures from around the world. Over the years, the USC graduate has honed a technique that incorporates drip painting and collage work both unique and striking. With a style reminiscent of history's great master painters, Regis' work is saturated with notions, ideas, and images reflective of a world filled with conflicting interests. Regis' work has appeared in association with CNN, Intel Corporation, The Coachella Music & Art Festival, NextAid World's Day, CCH Pounder, Nicolette Sheridan, American Rag Cie, Manifest Equality, Senegal's La Musee Borindar, Adobe and several art communities around the country and abroad. He has also teamed with numerous non-profit organizations to gain support for issues such as AIDS/HIV Awareness, LBGT Equal Rights, children's art education, underserved community development and foreign relief efforts. In 2010, Regis partnered with The Remedee Foundation in effort to bring art, film and technology together for youth education in underserved communities around the world.







4 'Jack' & Jim Marshall Tribute Guitar Signature Creative Graphic photo-wrap, signed by the artist.

Inspired by the work of legendary photographer Jim Marshall and featuring a photo session with the Rolling Stones.

Established in 2004, Signature Creative is a creative marketing agency specializing in interactive solutions, brand management and experiential solutions. Its directors describe the mission statement thus: "We provide our clients with intelligent, intuitive interactive experiences that engage, inform, and inspire. Our work is designed to effectively communicate who you are, what you do, and what makes you unique. And to achieve the strategic objectives that shape your business. Signature Creative breathes life into brands with media-agnostic strategy and full-service production. We're a creative digital agency, merging expertise in strategy, design, technology, and user experience with infectious enthusiasm and impeccable taste. We're all over interactive, but we're out there in the real world, too."







5 Jersey Devil John Irwin Acrylic on fiberglass, signed by the artist and Zakk Wylde.

Inspired by guitarist Zakk Wylde of Black Label Society.

John Irwin is a Southern California native with a passion for music, the arts and action sports. A 2001 graduate of Saugus High, Irwin was heavily involved in the Hollywood rock scene before graduating from CSUN with a degree in graphic design. A dedicated guitarist for more than 15 years, Irwin mixes his passion for music with his art career, having worked with rock legend Zakk Wylde for more than three years. He currently runs John Irwin Design and lives in Santa Clarita with his wife and newborn son.







6 Moms Not Bombs Tristan Eaton Mixed media, signed by the artist.

Celebrating both the Sunset Strip (the birthplace of the artist) and the artist's mom, Gillian Eaton.

"When asked to paint a giant Gibson Guitar for the Sunset Strip, I felt it was a great opportunity to show my mom some love and leave a lasting dedication to her in portrait form, right where my life began," notes Eaton. "The portrait of my mother is drawn from a photograph taken of her in the '60s, when she was a starring member of the Royal Shakespeare Company. Since then she has had a career acting and directing Shakespeare with an unparalleled work ethic and inspiring dedication to the arts."

Born in Los Angeles in 1978, Tristan Eaton began pursuing street art as a teenager, painting everything from billboards to dumpsters in the urban landscape wherever he lived, including London, Detroit and New York. Eaton designed his first toy for Fisher Price at 18 years old and has since become a driving force in the world of "designer toys." As a creative leader in the world of advertising, Eaton regularly consults for such brands as Hasbro, Pepsi and Nike on many creative projects that span the globe and cross all mediums. Eaton's work can be seen at the Cooper Hewitt Museum and in the permanent collection of the New York Museum of Modern Art (MOMA). Tristan is currently the president and creative director of Thunderdog Studios, Inc., a prominent New York based designer toy brand and creative agency. He happily resides in Greenpoint, Brooklyn.







7 Electric Warrior Shepard Fairey Acrylic on fiberglass, signed by the artist.

Inspired by Marc Bolan of T-Rex. Fairey illustrates Bolan as an iconic rock and roll archetype with a nod to vintage vinyl LP and stereo graphics.

Shepard Fairey is a contemporary graphic designer, illustrator and street artist. Fairey's work is included in collections at the Smithsonian, the Los Angeles County Museum of Art (LACMA), the Museum of Modern Art in New York (MOMA), the National Portrait Gallery in Washington, the Victoria and Albert Museum in London and the Museum of Contemporary Art San Diego. "I was excited to contribute to this project because I love the intersection of art and music," notes Fairey. "Album covers and other music related art has been a huge inspiration for me and I always enjoy making music-related art. I have been to many rock shows at West Hollywood venues like the Whisky, The Roxy, the Viper Room, and the Key Club, so it is great for me to celebrate the musical history and ongoing vibrant music scene of the Sunset Strip."

\$3,000 - 5,000

14 | Bonhams







8
The Butterfly Effect
Nic Adams
Mixed media, signed by the artist.

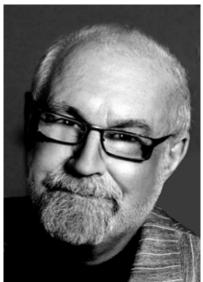
Honoring the 40th anniversary of the Rainbow Bar & Grill on the Sunset Strip, which has hosted rock and roll legends, including John Lennon, Elton John and Led Zeppelin, over the years.

Nic Adams created a piece celebrating Ozzy Osbourne for the inaugural GuitarTown on The Sunset Strip in 2010. Born in 1970 in Newport Beach and raised in Huntington Beach, Adams describes his parents as typical California hippie/surfers of the era. As early as 12 years old he began venturing to Hollywood to see bands such as X, The Ramones, Black Flag, Bad Religion, The Exploited, and countless others. Shortly after this, Adams borrowed a camera from his girlfriend and made creating images his passion. He has photographed bands and artists including No Doubt, Fugazi, Henry Rollins and Michael Franti, and worked as a fashion photographer and as an extreme sports photographer, publishing in *Thrasher Magazine*, Transworld Publications and *Snowboarder*. Additionally, Adams has worked as an interviewer and contributor for magazines, including *Rage Magazine* in Paris, and has collaborated on art and design projects with Dan Peterka for various clients, including Burton Snowboards, TJ Maxx and others. Adams studied at l'Université de Paris-Sorbonne and Orange Coast College. He is currently completing a series of artwork created from black and white Polaroid negatives shot on a Polaroid Land Camera 220.

\$3,000 - 5,000







9 Cosmic Essence John Kosh Acrylic on fiberglass, signed by the artist and Donovan.

Inspired by singer/songwriter and Rock and Roll Hall of Fame inductee Donovan.

Winner of three Grammy Awards and six nominations for art direction, Kosh is the former creative director for Apple Records and designer for The Beatles. While creative director at Apple he was responsible for design, promotion and publicity for Beatles & Co. His clientele expanded to cover the cream of the British rock bands including the Rolling Stones. He handled John Lennon's WAR IS OVER crusade and the infamous *Abbey Road* and *Who's Next?* album covers. Artist clients include Jimmy Buffett, Cher, Dan Fogelberg, Donovan, Bob Dylan, Eagles (including *Hotel California*), ELO, Randy Newman, the Pointer Sisters, Linda Ronstadt, Spinal Tap, Rod Stewart and James Taylor. His album graphics have been exhibited at the Rock and Roll Hall of Fame Museum. \$3,000 - 5,000







10
British Invasion
Todd Williamson
Acrylic on fiberglass, signed by the artist and Grammy Award-winning producer and singer/songwriter Peter Asher.

Celebrating the British bands and musicians who have influenced rock and roll and the Sunset Strip.

Todd Williamson lives and works in Los Angeles. He has a BA from Belmont University in Nashville, TN and has studied at Cal State and UCLA. Williamson was awarded the Pollock Krasner Foundation Award Grant in 2010, an Artistic Merit Award from the Consulate General to the United States in Naples Italy, a Curator's Choice Award-Micro Museum NY, and two Artslant Showcase Awards. He has attended the American Academy in Rome, the Skopelos Foundation of Art, Greece, the International School, Venice, Italy and Louise Bourgeois' Artist Salon. His work has been exhibited around the world and is collected by some of the top collectors and museums. \$3,000 - 5,000







11
Freedom
Lana Gomez
Acrylic on fiberglass, signed by the artist.

Celebrating freedom and spontaneity as well as the Sunset Strip's role in allowing musicians to blaze their own paths.

Lana Gomez's work has a sense of freedom and heart that reflects the boundless, yet kind rebel that she is as an artist. After studying art at the University of Tennessee, Gomez moved to Los Angeles, where she continued to experiment with acrylics and different mixtures of materials. Her painting style is inspired by Helen Frankenthaler, Jackson Pollack, Morris Louis, and other legendary abstract expressionists, but is set in the 21st century. Gomez's work caught the eye of famed interior designer Kelly Wearstler, which led to several fruitful collaborations including serving as the resident painter at Wearstler's design studio in 2008-2009. Wearstler then commissioned Gomez to do a mural-sized piece, featured in her book, *Hue*. Gomez continues to push the boundaries in her work and opened her own gallery space in West Hollywood in November 2011. Today, her pieces are featured everywhere from the legendary Greystone Mansion in Beverly Hills to outdoor venues, office buildings, and private residences. Her work has also been featured in trend-setting publications such as *House Beautiful*, *Lonny, Los Angeles Confidential* and *The New Yorker*.

\$3,000 - 5,000







12 Nothing's Shocking Ryan McCann Acrylic on fiberglass, signed by the artist.

Inspired by Jane's Addiction's *Nothing's Shocking album* as well as the band's self-titled album recorded live at The Roxy Theatre in 1987.

"Just as this album cover encapsulated the band's essence in 1988, I feel the enigmatic image speaks volumes about their history. The guitar features the sexually ambiguous figures that donned the album's cover and was rendered in my unique style of burning it in with a blowtorch," notes McCann. "As for the back of the guitar, I want to honor the significant date of January 26, 1987, as the day the band recorded their first live album at The Roxy [that] eventually led to their major label signing."

Ryan McCann has a background in sports as a former quarterback for the UCLA Bruins and Cincinnati Bengals. When his career was cut short due to a shoulder injury he started lighting things on fire. Since his immersion into the art world, McCann has created a technique and a niche for himself as a Pyrographer, using a blowtorch to burn the image into the wood. His work ambiguously attacks popular culture while navigating socio-political truths. McCann's portrait of renowned UCLA Coach John Wooden titled *Coach* is part of the permanent collection at the UCLA Hall of Fame. He has also created commissioned work for Quincy Jones, Patron Tequila, the World Champion New Orleans Saints, and NBA Hall of Fame star Jerry West. McCann currently lives and works in Los Angeles.







13
People Of The Sun
Edgar Pasten
Mixed media, signed by the artist.

Inspired by Rage Against The Machine's song, "People of the Sun."

"The lyrics to this song are extremely powerful, and I appreciate that a song carries a message calling us to social awareness and a need for change," notes Pasten. "The concept for my guitar is to bring the lyrics to life from my point of view. I took pieces of the song that really resonated with me — and felt very personal to my own life experience — and in my own style I sketched out my design in a way that I could read and understand the song's lyrics and music by simply looking at the this one image."

Edgar Pasten is an artist and designer based in Los Angeles. Pasten has more than nine years of experience in the field of toy design. He is the owner of Little House Designs and co-founder of art collective 3CocoNutMonkey.







14 Bella Donna Roberto Chojniak Mosaic tile, signed by the artist.

Inspired by the music and influence of singer/songwriter Stevie Nicks.

After twenty years of creating mosaics in Los Angeles, artist Roberto Chojniak joined the 2012 GuitarTown on the Sunset Strip project with great enthusiasm. "I am so proud to be honored with the opportunity...to add my Stevie Nicks guitar to the legend of Les Paul, Gibson and the City of West Hollywood, known for its constant creativity," said Chojniak. "I chose Stevie Nicks because when I think of American female rock and roll singers, I think of Fleetwood Mac and ... Stevie Nicks. I remember her dynamic images as a singer, her body language, the flowing clothes, singing from her soul. A happy image, a smiling face--wearing red velvet."

Raised and educated in his early years in Sao Paulo, Brazil, Chojniak arrived in the United States in 1990 and began creating art pieces that were shown in various venues around Los Angeles. He combines in his paintings the same bold colorful expressions and musical themes often found in his mosaics. Chojniak likes to create mosaics that offer a photorealistic touch in a medium that is mostly comprised of glass tiles and rare precious metals. The resulting images stand out in crisp colors, strong lines and familiar themes. In addition to creating public art, Chojniak leads Mosaic Store Inc., a local, Los Angeles company specializing in installations of all glass tile pools, as well as mosaic bathrooms. He lives in Los Angeles with his wife and two children.







15 *Roadhouse Blues*RISK

Acrylic on fiberglass, signed by the artist, John Densmore, Robby Krieger and Ray Manzarek.

Inspired by the music and legacy of The Doors.

RISK is best known for spearheading the movement elevating graffiti as an art form in Los Angeles and worldwide. RISK first gained notoriety for his unique style in the 1980s and pushed the limits of graffiti further than any writer in L.A. had before: he was one of the first writers in Southern California to paint freight trains, and he pioneered writing on "heavens," or freeway overpasses. At the peak of his career he took graffiti from the streets and into the gallery with the launch of the Third Rail series of art shows, and later parlayed the name into the first authentic line of graffiti-inspired clothing.







16There's Something Happening Here
Juliana Martinez
Mosiac, signed by the artist and Stephen Stills.

Inspired by the music and spirit of Buffalo Springfield.

"Buffalo Springfield was a 'thinking hippy's' band. Here is a group of guys making amazing music that not only has a message, but delivers a challenge to the 1960s establishment," notes Juliana Martinez. "I tried to include identifiable images on the guitar. The peace flag speaks for itself, but there are also maple leaves on a white background, in homage to Canadian Neil Young. There is a large bluebird, the name of one of their hits. The flower border can also be found around the perimeter of their second album, Buffalo Springfield Again, and it also represents a Southern influence. The neck says 'For What it's Worth' -- we all know what that is—and the large 'Stop' pays tribute to the same song."

Juliana Martinez is originally from Puerto Rico but grew up in Los Angeles. She created her first mosaic at age 9 and was hooked. She currently creates public art pieces and accepts private commissions. This is her second contribution to the GuitarTown on the Sunset Strip art project. In 2010 she created a mosaic guitar celebrating the "Summer of Love." \$3,000 - 5,000







17
Festival Guitar
Collaborative guitar
Guitar painted by attendees at the 2012 Sunset Strip Music Festival.

The Festival Guitar celebrates the spirit of community by allowing attendees at the August 18, 2012 Sunset Strip Music Festival the opportunity to "add their mark" to the Sunset Strip. \$3,000 - 5,000







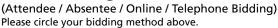
18
Sunset Strip Music Festival Autographed Guitar

Graphic wrapped guitar, signed by members of Bad Religion (Jay Bentley), Black Label Society (Zakk Wylde, with drawing, Nick Catanese, and Chad Szeliga), and Dead Sara (Emily Armstrong, Siouxsie Medley, Sean Friday, and Chris Null).

Celebrating the 2012 Sunset Strip Music Festival and the artists who performed there. \$3,000 - 5,000

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An Asahi Pentax S1a camera owned and used by George Harrison throughout the 1960s whilst touring with the Beatles.
Picture courtesy of Alexander Turnbull Library, Wellington, New Zealand.

From the Harrison Family Collection which sold for a total of \$361,000





