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### **Vera Neumann Artwork Featured at Chicago Art Auction**

**ATLANTA, GA, December 17, 2007** – The Chicago Art Auction featured a rare showing and sale of Vera Neumann’s sophisticated, bold and life-inspired work. The auction was held at the Madron Exhibition Gallery in Chicago on Sunday, December 9<sup>th</sup>. The Chicago Art Auction is the Midwest’s first auction house to specialize in only Fine Art.

“The Chicago Art Auction is honored to be selected to offer Vera’s art, and we expect Vera to be around the art scene for a long time to come,” said Thomas De Doncker, director of the auction, as he introduced the eight pieces of Vera’s work featured on consignment including *Antron Prism, 1980, Watermelon Slice, Flower Branch, Hillside Village, Yellow Tulips-Spring, 1972, Curves & Squares, Woodland Sunset, and Danube Carp.*

“Part of my mission and commitment is to continue to tell the story of Vera the artist,” said Susan Seid, president and chief executive officer of The Vera Company. “It is exciting to see Vera here at the Chicago Art Auction, where she is being re-established in the world of fine art.”

Recognized by the Museum of Modern Art (New York) and the Smithsonian Institution (Washington), Vera Neumann is the world-renowned artist known simply as “Vera”. Her bold and contemporary paintings were inspired by nature and influenced by Vera’s many exotic travels, especially to Asia and Africa. Her vibrant use of color in combination with minimalist executions set her designs apart and was often considered avant-garde. Although an artist first, her paintings and designs became icons of fashion from the 1940’s and for four decades following when they were applied to home textiles, scarves and apparel, taking the artwork to new heights of visibility and popularity. Today, her legacy is experiencing a resurgence of interest by modern art aficionados, while being reborn as a contemporary lifestyle brand of fashion apparel and accessories by fashion and consumer brand development maven Susan Seid, president and chief executive officer of The Vera Company.

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