

Heffel Presents Live Auction Featuring Prestigious Imperial Art Collection

- Canadian works of art from the well-known collection of Imperial Oil Limited will be offered in Heffel's Imperial live charity auction
- A total of 95 lots will be presented and net proceeds will be donated to Imperial's United Way partners
- The live auction catalogue features works by renowned Canadian artists such as Jean McEwen and Jack Shadbolt

Toronto, September 17, 2015 – Heffel Fine Art Auction House is thrilled to bring the always-exciting auction floor to Calgary once again to present important Canadian works of art from the prestigious Imperial collection. Imperial's net sale proceeds will benefit Imperial's United Way partners across Canada. The 95 lots will be presented at a live auction on October 24, 2015 at the University of Calgary, Downtown Campus in Calgary.

As Imperial prepares to relocate its head office to a new campus location in southeast Calgary, the company is reducing its art collection in order to adapt to its new open-concept design with fewer walls. A focused body of art that is representative of the regions of Canada will be selected and moved to the new Imperial Campus in Quarry Park.

"Imperial's exceptional accumulation of Canadian art is noteworthy," said David K.J. Heffel, President of Heffel Fine Art Auction House. "The curators of the collection recognized the importance of investing in Canada's artistic excellence and we are proud to offer a selection of these pieces of Canadian history to the public for a charitable cause."

Auction highlights from the Imperial collection include:

- Renowned Quebec artist, Jean McEwen, features in this sale with his richly layered oil on canvas diptych, [Paradise Regained #6 and Paradise Regained #9](#). The artist created this subtle work with his hands, resulting in an almost sculptural quality (est. \$6,000 - 8,000).
- Collectors of works by Jack Shadbolt, known for his important contribution to Canadian art, will be pleased with three of the artist's works on offer. Leading the group is [Above the Bay - Equivalent for Landscape](#), which, according to conservative estimates, is expected to fetch \$9,000 to \$12,000.
- Illingworth Kerr, who trained under several Group of Seven artists, was known for his love of Alberta and Saskatchewan's rural landscapes. [Hay Land and Distant Mountains](#), a commanding oil on canvas, is sure to resonate with enthusiasts of Alberta art (est. \$5,000 - 7,000).
- The catalogue also features many fine works by Inuit and First Nations artists. Notable works include Pootoogook's [Hunter with Harpoon](#) (est. \$1,200 - 1,600),

Alex Simeon Janvier's [Duck Pond](#) (est. \$800 - 1,200) and Pitseolak Ashoona's [Sea Beasts](#) (est. \$600 - 800).

Heffel and Imperial began their partnership in the fall of 2014, as Heffel launched the HO2 (Heffel Online 2) platform, an innovative auction venue designed to work with corporations as they restructure their art collections. Since October 2014, Heffel has been holding monthly HO2 auctions featuring works from the Imperial collection, as well as its first live charity auction in November 2014 which realized an incredible 100 per cent success rate. In 2014, Imperial donated \$298,000 from Heffel's auction proceeds to its Canadian United Way partners.

Preview and Live Auction Schedule

To give interested buyers and enthusiasts an opportunity to view these important works, the collection is being previewed prior to the live auction and is open to the general public:

- **Staff Preview and Pre-Registration:**
 - **Date/Time:** Wednesday, October 21 through Thursday, October 22, 10 a.m. to 3 p.m. MDT
 - **Location:** Imperial Oil Limited (237 4th Avenue SW, Suite 34015, Calgary)
 - General public by appointment at previewrequest@heffel.com
- **General Public Preview and Pre-Registration:**
 - **Date/Time:** Saturday, October 24, 12 to 2 p.m. MDT
 - **Location:** University of Calgary, Downtown Campus (906 8th Avenue SW, Calgary)
 - No appointment necessary

The live auction will take place on the same day, Saturday, October 24, at the University of Calgary, Downtown Campus (906 8th Avenue SW, Calgary, AB), beginning at 2 p.m. MDT.

Those unable to attend the sale are also able to participate through phone bidding or absentee bids. Registration forms are available on Heffel.com.

For additional details on the previews and live auction, and to access the online catalogue, please visit www.heffel.com.

About Heffel Fine Art Auction House

Heffel has sold more Canadian art than any other auctioneer worldwide, approaching half a billion dollars in art sales since 1995. With offices in Toronto, Vancouver, Montreal, Ottawa and Calgary, Heffel has the most experienced team of fine art specialists in Canada and provides superior client service to both sellers and buyers internationally.

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