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PRESS RELEASE

**Phillips in Association with Bacs & Russo  
is Proud to Unveil the Curator of *Daytona Ultimatum*:  
The Renowned Collector, Scholar, and Author,  
Pucci Papaleo**

**Auction House Also Announces an  
Early Reveal of Three Exceptional Daytona Highlights from  
This Historic Thematic Sale**

**To Be Exhibited at Watches & Wonders Miami**



Portrait of Pucci Papaleo

GENEVA – 14 FEBRUARY 2018 - Taking place on 12 May at Hotel La Reserve in Geneva, *Daytona Ultimatum* will feature a highly exclusive selection of the finest examples of the Rolex Daytona to appear on the market, to be curated with the renowned authority, Pucci Papaleo.

Revered within the Rolex collecting community and known as ‘Mr. Daytona’, Pucci Papaleo is the author of the ‘The Ultimate Rolex Daytona,’ a 600-page authoritative tome, widely considered as the ultimate reference for experts and collectors regarding Rolex’s iconic chronograph model. The Italian publisher began studying the Daytona before watches were ever considered an area of study, and his scientific approach, commitment to scholarship, and world-class

publications on the subject make him the ideal scholar to curate the *Daytona Ultimatum* sale together with our International team.

In addition to selecting and vetting each watch, Pucci and his team of professionals at Pucci Papaleo Editions will create a state-of-the-art catalogue for *Daytona Ultimatum*. He and his extremely talented team have produced all of our thematic catalogues, including *Start-Stop-Reset: 88 Epic Stainless Steel Chronographs*, last year's *Heuer Parade* and *Winning Icons* sales. Photography will be led by Fabio Santinelli, whose skill in capturing the beauty of watches and elevating them to works of art is unmatched in the industry.

Phillips was granted privileged access to Pucci's studio, located in the heart of Rome, and was able to film the early stages of the creation of the *Daytona Ultimatum* catalogue, following the process of cataloguing a watch from the photographer's studio to the first print draft of the catalogue. We invite you to watch a rare behind-the-scenes video available via [this link](#).

In addition to the behind-the-scenes film, Phillips is thrilled to present the first three watches from the *Daytona Ultimatum* sale as an early preview of this highly anticipated thematic auction. They will be on view later this week from 16 to 18 February at Opera Gallery Miami Design District during *Watches & Wonders: Miami*. Collectors will also be able to view highlights from the 12 & 13 May Geneva Watch Auction: SEVEN sale. Further exhibitions to take place around the world will be announced at a later date.



"Pintabian" Rolex, Ref. 6265 in stainless steel with brown registers, circa 1974  
Estimate: CHF 100,000-200,000



"The John Player Special" Rolex, Ref. 6241 in yellow gold with Paul Newman dial, circa 1968  
Estimate: CHF 500,000-1,000,000



"The Ricciardi Panda" Rolex, Ref. 6263 in stainless steel with Paul Newman dial, retailed by Joyeria Ricciardi, circa 1969  
Estimate: CHF 400,000-800,000

**Auction:** 12-13 May 2018

**Location:** Hôtel La Réserve, 301 Route de Lausanne, Geneva

**Exhibition :** 16-18 February 2018

**Location :** Opera Gallery Miami Design District, 140 NE 39th St #239, Miami

[Click here for a selection of high-res images from \*Daytona Ultimatum\*.](#)

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#### ABOUT PHILLIPS IN ASSOCIATION WITH BACS & RUSSO

The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service, achieving a sale total of \$113 million in 2017 – its second consecutive year as the worldwide market leader in watch auctions.

A selection of our recent record-breaking prices:

1. Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894/US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any wristwatch at auction.
2. Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 /US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a Patek Philippe wristwatch at auction.
3. Patek Philippe reference 2523 (HK\$22,300,000 /US\$2,856,630) – Hong Kong Watch Auction: FIVE – 28 November 2017 – Highest result ever achieved for any wristwatch sold at auction in Asia

#### ABOUT PHILLIPS

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of 20th Century and Contemporary Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia. Phillips also offers an online auction platform accessible anywhere in the world. In addition to providing selling and buying opportunities through auction, Phillips brokers private sales and offers assistance with appraisals, valuations, and other financial services.

Visit [www.phillips.com](http://www.phillips.com) for further information.

*\*Estimates do not include buyer's premium; prices achieved include the hammer price plus buyer's premium.*

#### PRESS CONTACTS:

GENEVA – Asta Ponzio, *PR Consultant*

[aponzo@phillips.com](mailto:aponzo@phillips.com)

+41 79 961 85 66

LONDON – Katie Carder, *Press Manager, EMEA*

[kcarder@phillips.com](mailto:kcarder@phillips.com)

+44 20 7901 7938

NEW YORK – Paul Lerner, *PR Consultant*

[plerner@optimistconsulting.com](mailto:plerner@optimistconsulting.com)

+1 917 698 9998

NEW YORK – Jaime Israni, *Senior Public Relations Specialist*

[jisrani@phillips.com](mailto:jisrani@phillips.com)

+1 212 940 1398

HEADQUARTERS: LONDON - 30 Berkeley Square, London W1J 6EX | NEW YORK - 450 Park Avenue, New York, NY

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