



The Saatchi  
Phenomenon

## imagine... the saatchi phenomenon

No single person has done more to shape contemporary British art than Charles Saatchi. As he launches his new gallery in London's former County Hall, the film considers the enigma that is the man – famous for never giving interviews, supercollector of controversial artworks, partner to Nigella Lawson and advertising mogul behind the Tory party in the 1980s.

*Imagine* goes behind the scenes to explore the opening of the County Hall gallery – from the installation of Damien Hirst's infamous shark to the unforgettable opening party featuring 200 nude models. Saatchi's passion for art and his hands-on involvement in the presentation of his collection are revealed in unprecedented footage. The film follows him, often with partner Nigella, personally overseeing the preparations for his new gallery.

Contributors include friends Stephen Fry and AA Gill as well as colleagues from the world of advertising Lord Tim Bell and John Hegarty. Also interviewed are the artists whose futures he shaped, from Tracy Emin, the Chapman brothers and Paula Rego to Sandro Chia whose work Saatchi famously dumped.

Contemporary British art, love it or hate it, this is a must-see for anyone wanting to find out more about the fascinating and elusive Charles Saatchi – the man with an unrivalled collection of contemporary British art.