WWF is delighted to announce *Tomorrow’s Tigers*, a major new fundraising project, featuring specially commissioned, limited edition art rugs by 11 internationally renowned artists. The project has been created to raise awareness and funds in support of the TX2 goal - a global commitment to double tiger numbers in the wild by 2022. All the artworks will be on show at Sotheby’s, London from 11th-17th January 2019.

Taking inspiration from the fabled Tibetan tiger rug, as well as the splendour of tigers in the wild, each artist has created a unique art rug, interpreted by rug-specialists, Christopher Farr and their team of master craftsmen using a range of traditional techniques. *Tomorrow’s Tigers* has been devised and curated by Artwise, the curatorial team behind a host of critically acclaimed exhibitions, including the Pandamonium exhibition series for WWF.

The contemporary rugs will be shown in conjunction with a selection of rare woven antique tiger rugs, comprising 11 of the 164 still known to exist. These iconic rugs were created in Tibet in the 19th century as an act of veneration and convey some of the awe and wonder we experience on encountering the splendour of the wild tiger. Traditionally the Tiger Rugs were made as gifts for monks, known as lamas, in their monasteries; the Tiger skin motif was thought to protect the person during meditation. Like their new counterparts, the rugs range from the broadly abstract to the more clearly descriptive - all paying homage to the sublime beauty of the endangered tiger.

At the beginning of the 20th century, experts suggest there may have been 100,000 tigers in the wild. Today, the global population has shrunk by over 95 per cent, with approximately 3,900 tigers remaining in the wild - the shocking legacy of threats including rampant poaching and habitat loss, leading one of the world’s most beautiful animals to the edge of extinction. WWF has been at the forefront of TX2 - driving ambitious and innovative conservation plans that aim to turn back the decline and double the number of tigers in the wild by 2022: The next Chinese year of the tiger.
The artist rugs have been created by hand in the hills of Northern India and just like the exquisite original artist designs, each rug is unique. Incorporating innovative and bespoke weaving techniques with specialist hand dying and the finest natural wools, these spectacular rugs push the boundaries of the art-form to meet the vision of each participating artist.

The rugs are each made in a limited edition of 10 and will retail at prices starting at £10,000. Profits will go directly to support tiger conservation in the 13 tiger range countries of Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Russia, Thailand and Vietnam.

WWF funded reserves in Northern India have already seen some of the first ever recorded increases in tiger numbers this century - providing a beacon of hope and proof that the aims of TX2 are within reach. WWF invites you to support Tomorrow’s Tigers in their goal of generating £1 million from the sale of these stunning and highly collectable art rugs to sustain this vital conservation work.

…. Ends ….

Tomorrow’s Tigers
11th - 17th January 2019

Sotheby’s London
34-35 New Bond Street
London W1S 2RT UK

Follow the project: www.wwf.org.uk/tomorrowstigers

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NOTES TO EDITORS

1. **How To buy?**
The full range of designs and prices will be published in late 2018. The rugs will be available to buy www.wwf.org.uk/tomorrowstigers.

2. **Sustainability of production?**
All the rugs commissioned by WWF for ‘Tomorrow’s Tigers’ will be produced by Christopher Farr artisans in Mirzapour, India, using natural wools and silks, hand dyed in small quantities. The wool is sourced direct from specialist, independent wool markets as fleece and spun by hand in local facilities. Wherever possible, natural dyes will be used. Where we need to obtain colours not possible using natural dyes, top quality CIBA dyes will be used that are AZO free using a wastewater treatment plant and air filter system for prevention of emissions during the heating/energy production process.

3. **Production - best practice**
Christopher Farr is an active member of ‘Care & Fair’, an organisation based in India dedicated to the elimination of child labour in the rug industry and the education of children in weaving areas. www.care-fair.org. Christopher Farr is also affiliated with STEP & Fair Carpet Dealers
STEP represents good working and living conditions, fair wages, eco-friendly production, and the prohibition of child labour.

WWF is one of the world’s largest and most respected independent conservation organisations, with over five million supporters and a global network active in over 100 countries. WWF’s mission is to stop the degradation of the Earth’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. Visit https://wwf.org.uk for latest news and media resources and follow us on Twitter @wwf_uk.

Artwise
Founded in 1996, Artwise is a curatorial collective based in London, run by Susie Allen and Laura Culpan, that specialises in curating and producing public art commissions, museum and gallery exhibitions, and innovative art projects for charities such as CPT, WWF and the IUCN (International Union for the Conservation of Nature). Artwise projects have been exhibited in many inspiring spaces, such as Kunstmuseum Wolfsburg; Groninger Museum; Centraal Museum, Utrecht; Centre Georges Pompidou, Paris; The Whitechapel Gallery, and Design Museum in London. Artwise was commissioned to curate the international exhibition for the official Pavilion of Azerbaijan at the 56th Venice Biennale in 2015. www.artwisecurators.com

Christopher Farr
Established in 1988, Christopher Farr has been at the spearhead of contemporary rug design for thirty years. Together with his business partner Matthew Bourne, they were the catalyst that revolutionised the contemporary rug market. With backgrounds that are firmly rooted in antique Oriental carpets and textiles, Farr and Bourne share a passionate knowledge of contemporary art and design that informs the work that is produced to this day.

Over the past 30 years Christopher Farr has collaborated with leading artists and designers from across the globe, including Gary Hume, Sarah Morris, Georgina Von Etzdorf, Andrée exciting projects that challenge their medium whilst also respecting the history and traditions of the craft.

Sotheby’s
Sotheby’s has been uniting collectors with world-class works of art since 1744. Every year, Sotheby’s auctioneers offer their services for charity auctions across the world, with more than £100 million raised with the help of Sotheby’s London team since 2012 alone. Sotheby’s has previously sold Contemporary works benefitting charities including (Red), Whitechapel, NSPCC, Serpentine Gallery, Parasol Unit, Human Rights Watch, Peer Gallery, The Legacy List, ICA and Artists for Artangel.