

PRESS RELEASE

Paris, 9 December 2025

“1 PICASSO FOR 100 EUROS” 3rd Edition Supporting FONDATION RECHERCHE ALZHEIMER

Take part in a one-of-a-kind raffle: buy a €100 ticket and get a chance to win a Picasso painting worth one million euros!

AN EXCEPTIONAL THIRD EDITION FOR A MAJOR CAUSE:

SUPPORTING RESEARCH ON ALZHEIMER’S DISEASE

By purchasing a ticket, you donate directly to Fondation Recherche Alzheimer.

Starting **24 November 2025**,
participants from around the world are able to
purchase their ticket online
via the official website

www.1picasso100euros.com

A limited number of 120,000 tickets will be available for sale at **€100** each.
Every ticket purchased offers a unique chance to become the owner of an original artwork by Pablo Picasso, valued at **€1 million**, while supporting scientific research on Alzheimer’s disease.

The **draw will take place on 14 April 2026 at 6 PM, at Christie’s in Paris** under the supervision of a bailiff.

There will be one winner , and all other participants will have contributed to **Fondation Recherche Alzheimer**.

The event will be **broadcast live** on **www.1picasso100euros.com**.

AN EXCEPTIONAL ARTWORK TO BE WON

The artwork, a **1941 gouache on paper** by Pablo Picasso entitled “**Tête de femme**”, comes from the collection of **Opera Gallery**, founded by Gilles Dyan, partner of the initiative.



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Pablo Picasso (1881–1973)

“Tête de femme”

Gouache on paper

38.9 x 25.4 cm | 15.3 x 10 in

Painted in 1941

The artwork will be handed over to the winner following the draw, after validation by the bailiff.

ART IN THE SERVICE OF SOLIDARITY

Since its creation, the “1 Picasso for 100 euros” raffle has demonstrated that an artwork can do much more than change a single life, it can transform the daily lives of thousands.

This bold and innovative initiative, imagined by **Péri Cochin**, has already raised over **€10 million worldwide**, supporting major humanitarian and cultural causes.

“When Péri Cochin first approached us, I immediately embraced her idea of a charity raffle, both original and compelling, placing art at the service of others. The public’s enthusiasm deeply moved me: it’s a way to further Picasso’s own lifelong commitment to the most vulnerable.” — **Claude Picasso**

A NEW EDITION TO SUPPORT ALZHEIMER’S RESEARCH

This third edition of the “1 Picasso for 100 euros” raffle is organised by **Fondation Recherche Alzheimer**, a public-interest foundation, in order to raise funds to **finance innovative scientific programs** aimed at better understanding the mechanisms of the disease, **developing new treatments**, and **improving quality of life** for patients and their families.

Following the raffle, the Foundation will launch a major call for projects to support research programs encouraging synergies between leading research centres in **France, Europe, the United States and Canada**.

35 million people worldwide are living with Alzheimer’s disease, including **7 million in the United States**. It is the leading cause of dependency among seniors.

In France, **over 600 new cases** are diagnosed every day, and more than **1 million people** currently live with the disease.

By 2050, the number of cases could **double**, according to projections from the **World Health Organization (WHO)**.

Founded in 2004 and recognised as a public-interest foundation since 2016, **Fondation Recherche Alzheimer** is the **leading funder of Alzheimer's research in France**. It supports **more than 40 research teams** across France and Europe.

Each year, the Foundation funds fundamental and clinical research programs, **finances doctoral and postdoctoral fellowships**, and promotes the sharing of knowledge among French and European researchers.

Its work contributes to the identification of **early biomarkers**, the study of **risk factors** (nutrition, sleep, physical activity, environment), and the development of **new treatments** targeting the prevention of neuronal degeneration.

“Thanks to the public's generosity and Picasso's universal renown, we hope to raise substantial funds to advance research and bring hope to families affected by Alzheimer's disease,” emphasises - **Dr Olivier de Ladoucette, President of Fondation Recherche Alzheimer**.

LOOKING BACK AT PREVIOUS EDITIONS

First edition (2013): a landmark success

The first raffle, held in 2013, raised **€5 million** for the **International Association for the Safeguard of TYRE**, a UNESCO World Heritage city.

The funds were used to build a **1,500 m² artisanal village**, inaugurated in 2017, to revive traditional craftsmanship, create jobs and stimulate local economic development.

The winner, **Jeffrey Gonano**, a 25-year-old from Pennsylvania, became the owner of an original Picasso drawing valued at over one million dollars.

Second edition (2020): global mobilisation

The second edition, organised on **21 October 2019**, achieved worldwide success with **51,140 tickets sold in over 100 countries**, raising over **€5 million** for the NGO **CARE**.

The funds supported **clean water and hygiene programs** in the most vulnerable regions in Africa — a crucial issue during the global COVID-19 pandemic.

The winner was **Claudia Borgogno**, an Italian accountant from Ventimiglia, whose son Lorenzo, 25, had gifted her a ticket for Christmas. She became the owner of **a 1921 Picasso still life**, valued at one million euros, from the collection of major collector **David Nahmad**.

“My mother has never been lucky... This painting will change her life,”
said Lorenzo Nazo, moved, on the evening of the draw.

“We are extremely grateful to all participants and to Péri Cochin
for her commitment at our side.

Thanks to this initiative, we have been able to change the lives of thousands,”
added **Emanuela Croce**, spokesperson for CARE.

HOW TO PARTICIPATE

Ticket price: €100

Tickets available exclusively on: www.1picasso100euros.com

Tickets delivered instantly by email

Possibility to offer one or several tickets (instructions included in the email)

International raffle

**Draw: 14 April 2026 at 6 PM,
Christie's France,
9 avenue Matignon – 75008 Paris**

Live broadcast on: www.1picasso100euros.com

An operation subject to the regulations of the Paris Police Prefecture, authorised by the **Picasso Estate** and **Picasso Administration**, in partnership with **Opera Gallery** and **Christie's France**.

ABOUT OPERA GALLERY

Founded in Singapore in 1994, Opera Gallery has developed a network of galleries worldwide — including London, Paris, New York, Geneva, Madrid and Dubai — becoming a major player in the international art market. Created by **Gilles Dyan**, Opera Gallery specialises in modern, post-war and contemporary art. Prominent on the secondary market, it also represents emerging contemporary artists such as **Andy Denzler, Pieter Obels and Gustavo Nazareno**, as well as internationally renowned artists including **Ron Arad, Manolo Valdés and Anselm Reyle**.

For more than 30 years, Opera Gallery has been committed to presenting and making modern and contemporary art accessible through an ambitious annual exhibition programme and collaborations with leading private collections and public institutions.

ABOUT FONDATION RECHERCHE ALZHEIMER

Created in 2004 by two French physicians — **Professor Bruno Dubois**, neurologist specialising in Alzheimer's disease, and **Dr Olivier de Ladoucette**, psychiatrist and geriatrician — **Fondation Recherche Alzheimer** is a public-interest foundation located at the Pitié-Salpêtrière Hospital in Paris.

Its mission is to support research on Alzheimer's disease and related disorders and to advance scientific knowledge on the subject.

Since its creation, the Foundation has provided over **€29 million** in funding to more than **175 researchers** in France and Europe, with the primary objectives of developing early diagnosis and effective treatments.

As the **number one funder of Alzheimer's research in France**, it received the **IDEAS Label** in 2024. The Foundation also organises the **Entretiens Alzheimer**, public conferences that share the latest therapeutic data and perspectives on the disease.

ABOUT CHRISTIE'S

Founded in 1766, Christie's is a world-leading art and luxury business with a physical presence in 46 countries throughout the Americas, Europe, Middle East, and Asia Pacific, and flagship international sales hubs in New York, London, Hong Kong, Paris and Geneva. Renowned and trusted for our expert live and online-only auctions, as well as bespoke Private Sales, Christie's unparalleled network of specialists offers our clients a full portfolio of global services, including art appraisal, art financing, international real estate and education. Christie's auctions span more than 80 art and luxury categories, at price points ranging from \$500 to over \$100 million. Christie's has sold 6 of the 10 most important single-owner collections in history, achieved the world record price for an artwork at auction, launched the first fully on-chain auction platform dedicated to exceptional NFT art and manages an investment fund to support innovative startups in the art market. Christie's is also committed to advancing responsible culture throughout its business and communities worldwide.

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1 Picasso
for **100 euros**

FONDATION
RECHERCHE
ALZHEIMER

OPERA GALLERY

Picasso Estate
PICASSO ADMINISTRATION

CHRISTIE'S