

1 Picasso

for
pour 100 euros

**ONLY A FEW WEEKS LEFT TO TRY
TO WIN €1 MILLION
AND SUPPORT ALZHEIMER'S RESEARCH**

Press release Paris, 9 March 2026

The international raffle « 1 Picasso pour 100 euros » is entering its final stretch. On **14 April 2026 at 6:00 PM**, at **Christie's in Paris**, one person will become the owner of an original artwork by Pablo Picasso valued at **€1 million**.

A €1 MILLION PICASSO FOR €100



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Pablo Picasso (1881–1973)
“Tête de femme” (1941)
Gouache sur papier
38,9 x 25,4 cm

Artwork from the collection of **Opera Gallery**,
founded by Gilles Dyan, partner of the initiative.

One winner. A strictly limited number of **120 000 tickets**, priced at **100 €** each.
Tickets are available exclusively online: www.1picasso100euros.com
Tickets are delivered immediately by email and can also be offered as gifts.
The raffle is open internationally.
The drawing will take place under the supervision of a judicial officer and will be broadcast live.

A UNIQUE RAFFLE IN THE WORLD

Conceived by **Péri Cochin**, the initiative “1 Picasso for 100 euros” demonstrates that a work of art can transform far more than a single destiny.

Since its creation, the operation has raised more than **10 millions d’euros** for major humanitarian and cultural causes.

Claude Picasso stated :

“When Péri Cochin first came to see us, I immediately supported her idea of a charitable raffle — both innovative and appealing — that placed art at the service of others. The public’s enthusiasm moved me greatly: it is a way of continuing Picasso’s own commitment to supporting those most in need.”

THIRD EDITION: SUPPORTING ALZHEIMER’S RESEARCH

This 2025–2026 edition is organized by the **Fondation Recherche Alzheimer**, a public-interest foundation.

Its objective is to finance innovative scientific programs aimed at:

- better understanding the mechanisms of the disease
- developing new treatments
- improving the quality of life of patients and their families

Following the raffle, the Foundation will fund research teams in France, Europe and the United States.

A GLOBAL HEALTH EMERGENCY

- **35 million** people live with Alzheimer's disease worldwide
- **7 million** in the United States
- More than **1 million** in France
- **600 new cases diagnosed every day** in France
- The number of people affected could double by 2050 (WHO)

Founded in 2004 by Professor Bruno Dubois and Dr Olivier de Ladoucette, the Fondation Recherche Alzheimer is today **the leading private funder of Alzheimer's research** in France, supporting more than 40 research teams across France and Europe.

Dr Olivier de Ladoucette, President of the Fondation Recherche Alzheimer:

“Thanks to the generosity of the public and the universal renown of Pablo Picasso, we hope to raise significant funds to advance research and bring hope to families affected by Alzheimer's disease.”

NEW: AN EXCEPTIONAL PRESENTATION AT PAD PARIS

As part of its partnership with **PAD Paris**, the artwork *Tête de femme* (1941) will be exhibited from **8 to 12 April 2026** during the Paris edition of the fair. Collectors and the public will have a unique opportunity to admire the artwork just days before the drawing at Christie's on 14 April 2026.

PREVIOUS EDITIONS

2013 – First edition

€5 million raised for the International Association for the Safeguarding of Tyre (UNESCO).
Funds enabled the construction of a 1,500 m² artisanal village in Lebanon.
Winner: Jeffrey Gonano – original Picasso drawing valued at over €1 million.

2020 – Second edition

51,140 tickets sold in more than 100 countries.
More than €5 million raised for the NGO CARE.
Funds financed water and hygiene programs in Africa during the COVID-19 pandemic.
Winner: Claudia Borgogno – Picasso Still Life (1921), valued at €1 million.

ABOUT CHRISTIE'S

Founded in 1766, Christie's is a world leader in the art and luxury market, operating in nearly fifty countries, with international salerooms in New York, London, Hong Kong, Paris, and Geneva.

The house covers more than 80 categories of the art market and holds several world records.

ABOUT OPERA GALLERY

Founded in Singapore in 1994 by Gilles Dyan, Opera Gallery has become a major player in the international art market, with galleries in London, Paris, New York, Geneva, Madrid, and Dubai. Specializing in modern, post-war, and contemporary art, the gallery has developed an ambitious exhibition program for over 30 years.

ABOUT PAD PARIS

The PAD – Pavillon des Arts et du Design is a leading international fair dedicated to historic and contemporary design, held each spring at the Jardin des Tuileries in Paris.

Each spring, at the Jardin des Tuileries in Paris, it brings together a selection of French and international galleries presenting 20th-century design, contemporary design, decorative arts, and modern art. A key event in the art market calendar, PAD attracts collectors and professionals from around the world.

PRACTICAL INFORMATION

Ticket Price : €100

Tickets are available exclusively at : www.1picasso100euros.com

Tickets are immediatly delivered to your e-mail

You may gift a Tickets (instructions available on the website)

Internationnal raffle

Draw : 14th of April 2026 at 18h,

at Christie's France,

9 avenue Matignon – 75008 Paris

Live transmittion : www.1picasso100euros.com

The raffle is under the legislation of the : **Préfecture de Police de Paris and authorised by the Picasso Succession et Picasso Administration. In partnership with Opera Gallery, Christie's France and PAD Paris.**

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OPERA GALLERY

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CHRISTIE'S

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