

# My Name is Charles Saatchi and I Am An Artoholic

Everything You Need To Know About Art, Ads, Life, God And Other Mysteries  
– And Weren't Afraid To Ask  
*Charles Saatchi*

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- **One of the most influential art collectors of our time and founder of the global advertising agency, Charles Saatchi answers questions about art, collecting and his personal life**
- **Famously reclusive, he has answered with brutal frankness questions put to him by journalists, critics and the general public**
- **With unflinching honesty he reveals his opinions on collecting, artists, dealers, advertising, how to invest in art and his favourite recipe**
- **Coincides with a television programme provisionally entitled 'Saatchi's Art Star' being broadcast on BBC 2 in October 2009**

**Charles Saatchi** founded the Saatchi & Saatchi advertising agency in 1970, which quickly grew to become the largest in the world. He started collecting art at about the same time and opened his first public gallery, a 30,000 sq ft ex-paint factory in Boundary Road, London in 1985. His new gallery occupying the 70,000 sq ft Duke of York HQ, Kings Road, London opened in October 2008.

