

EVENTS/CAUSES

Fondation Louis Vuitton gathers artists for charity campaign

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Fondation Louis Vuitton

By STAFF REPORTS

Fondation Louis Vuitton is maintaining a level of mystery with an anonymous art auction benefitting French charity Secours Populaire.

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Intending to level the playing field and let the work speak for itself, the foundation is not revealing the names of the 200 contemporary artists who created works for the fundraiser until after the auction takes place. This tactic is likely to generate interest in those dedicated to the cause rather than attracting strategic collectors.

Art for art

Secours Populaire is in its 70th year. The organization works to provide access to art and culture, helping to lift up the disadvantaged through creative outreach.

Fondation Louis Vuitton's "Recto/Verso," supported by LVMH, opened with an exhibit of the work Nov. 11. As the presentation ends on Nov. 15, there will be an auction of the pieces on view.

The pieces are from a mix of emerging and established artists, who were all asked to create art within the same format and only sign their work on the back. This makes all of the pieces equal at auction time.



Recto/Verso

Bidding starts around \$160, encouraging a wide array of consumers to participate. The artists will not be revealed until after a consumer wins the auction, meaning that choices in price are only guided by personal taste or an unsure inkling of who the artist is.

Inspiring the same consumers, art auctions often raise money for art-based charities.

Precision-cut crystal maker Swarovski auctioned off a selection of art objects designed by the nominees for the Swarovski Award for Emerging Talent from the Council of Fashion Designers of America.

Proceeds from the online auction benefited Free Arts NYC, a charity that offers art education and mentoring to children of all ages in New York, benefitting those in need and fostering appreciation for the arts. Swarovski is showing its commitment to supporting future talent, whether it comes in the form of emerging fashion designers seeking recognition or underserved youth in the city ([see story](#)).

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