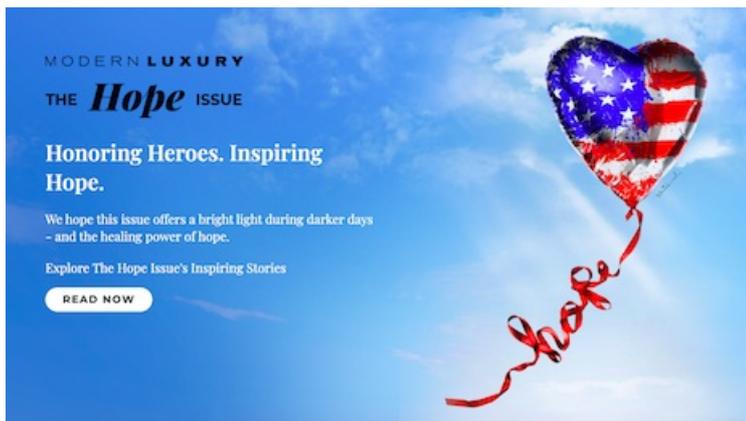


MEDIA/PUBLISHING

## Modern Luxury, raising funds for COVID-19 relief, to auction original art for Hope Issue cover

June 16, 2020



Readers can access the digital version of Modern Luxury's Hope Issue in tribute to those at the forefront of the COVID-19 battle. Image credit: Modern Luxury

By LUXURY DAILY NEWS SERVICE

Modern Luxury Media, one of the leading publishers of regional magazines for affluent consumers, is holding a virtual auction of the cover art for its recently published Hope Issue to support COVID-19 relief.

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Titled "Hold On To Hope," the piece of art from pop artist Thierry Guetta also known as Mr. Brainwash fuses pop imagery with cultural iconography by featuring a balloon that signifies love and hope.

"We are thrilled to be working with Mr. Brainwash and his team for this special auction," said Phebe Wahl, senior vice president of editorial at Modern Luxury, in a statement.

"The importance of coming together is more apparent today and the days to come," she said. "We feel it's our mission to partner with today's leaders in order to set new agendas for progress and hope. We know *Hold On To Hope* will serve as a vehicle for continued change forward."

[Mr. Brainwash](#) is known for his provocative works, with collaborations ranging from album covers for Madonna to partnerships with brands such as Hublot, Coca-Cola and Marvel Comics. His mashup of street and pop art was the subject of Oscar-nominated documentary, *Exit Through the Gift Shop*.



*"Hold On To Hope" by Mr. Brainwash featured on May/June cover of Modern Luxury's special issue tribute to national and local heroes who are at the forefront of fighting the COVID-19 coronavirus crisis. Image courtesy of Modern Luxury*

Paddle up

The reserve auction price for *Hold On To Hope* starts at \$20,000. Consumers can visit the site at [HopeIssue.com](https://www.hopeissue.com) through July 5 to bid on the original piece of art.

All proceeds will be donated to Feeding America's COVID-19 Response Fund.

The auction comes a month after Modern Luxury published *The Hope Issue* as a special tribute to the national and local heroes who are at the forefront of fighting the COVID-19 coronavirus crisis.

Running 140 pages, the May/June double issue was put together remotely across 20 U.S. locations and boasts inspiring stories and support from several luxury advertisers ([see story](#)).

The issue also features profiles of, and interviews with, well-known Americans such as Bill Gates, Mark Cuban, Jack Dorsey, Sarah Arison, Ralph Lauren, Dr. Anthony Fauci, New York governor Andrew Cuomo, California governor Gavin Newsom, Jen Hedinger, John Krasinski, Tyler Perry and Scott Wapner.

**Modern Luxury** has pledged to donate 100 percent of profits from *The Hope Issue* to the Feeding America COVID-19 Response Fund. The company will also offer \$1 million in media support across its print and digital channels.

Feeding America has been supporting its network of 200 food banks across the nation as they provide food and other supplies to millions of neighbors struggling in the wake of the COVID-19 pandemic.

"The role of hunger in the current global pandemic is often misunderstood," said Catherine Davis, chief marketing officer of Feeding America, in a statement at the time.

"This is why it is imperative that we partner with brands with like-minded values who can encourage engagement across their communities as this crisis continues to evolve," she said.

"We are thrilled to be partnering with Modern Luxury Media on *The Hope Issue*, and even more importantly are grateful for their commitment to serving the people and children who need it most."