



## THE GOSS-MICHAEL FOUNDATION



### 'RE:DEFINE', THE MTV STAYING ALIVE FOUNDATION'S AIDS BENEFIT ART EXHIBITION AND AUCTION, RETURNS TO DALLAS

Free Public Exhibition from Thursday, September 13<sup>th</sup> – 21<sup>st</sup> 2012.  
VIP Gala Auction to Take Place on Saturday, September 22<sup>nd</sup> 2012.

**New York / London – August 6<sup>th</sup>, 2012** – The MTV Staying Alive Foundation has today announced that its flagship RE:DEFINE benefit art exhibition and auction will return to Dallas in 2012.

Hosted at The Goss-Michael Foundation and chaired by Jessica Olsson and Anna-Sophia Van Zweden, the free public exhibition will launch on Thursday, September 13<sup>th</sup> 2012, culminating in the VIP gala auction on the evening of Saturday, September 22<sup>nd</sup> 2012. All money raised will go towards the Foundation's work empowering young people engaged in fighting the stigma, spread and threat of the HIV and AIDS epidemic through inspiring grantee projects around the world.

Debuting in September 2011 to mark the 30<sup>th</sup> anniversary of AIDS, the sold-out VIP event raised over \$700,000 for the charity, with original works of art from 30 prominent international artists including Damien Hirst, Tracey Emin, Harland Miller and Shepard Fairey, as well as an electrifying live performance from The Boxer Rebellion.

Curated once again by The Future Tense, confirmed artists for 2012 include Michael Craig-Martin, Gérard Rancinan, Ryan McGinness, Ralf Kaspers, Jim Houser, Mat Collishaw, Ryan Gander, Charming Baker, Tomokazu Matsuyama, Chuck Elliott, James Hugonin and Jen Stark.

The accompanying silent auction features exclusive luxury packages including a bespoke furniture piece from 2011 Designer of the Year award winner, Lee Broom, a VIP package to the launch of Stella McCartney's new collection in New York, a unique series of art-inspired jewelry by Royal Asscher and a private concert orchestrated by Musical America's 'Conductor of the Year 2012', Jaap Van Zweden.

In keeping with the inclusive nature of the event, the free public exhibition will include curator tours, previews and artist talks, and a major public art installation in Dallas by emerging British artist, Lee Baker. The VIP gala reception will feature an auction of key lots led by Phillips de Pury chairman, Simon de Pury, a painting performance by artist Dave White and an exciting live music act. Those unable to attend the auction in person will be able to place absentee bids via the Internet or telephone – please visit [www.mtvredefine.com](http://www.mtvredefine.com) for more information.

"After last year's incredibly successful inaugural event, we are thrilled to come back and partner once again with such renowned artists from around the world in support of the Foundation," said Georgia Arnold, Executive Director of The MTV Staying Alive Foundation. "Their enormous generosity and contribution will help us to continue to empower young people who are dedicated to fighting the stigma, spread and threat of the epidemic for many years to come. We are truly thankful for this."

PHILLIPS  
de PURY & COMPANY



Neiman Marcus

joule



## THE GOSS-MICHAEL FOUNDATION



Support for RE:DEFINE 2012 comes from a range of premium partners including headline sponsor, The Joule Hotel, event sponsor Neiman Marcus, media sponsor D Magazine, luxury spirits sponsor Belvedere Vodka and gift bag sponsor IC Berlin.

"Headington Companies on behalf of The Joule hotel are both excited and honored to be the title sponsors of MTV's 2012 RE:DEFINE event in partnership with The Future Tense and The Goss-Michael Foundation," said Michael Tregoning, CFO of Headington Companies. "Not only is the mission of MTV's Staying Alive foundation one that we find deeply compelling, but it also provides us the opportunity to work with the extraordinarily talented people at all three organizations."

RE:DEFINE can be found online at [www.mtvredefine.com](http://www.mtvredefine.com) and [www.facebook.com/mtvredefine](http://www.facebook.com/mtvredefine)

For ticket enquiries please email [mtvredefine@gossmichaelfoundation.org](mailto:mtvredefine@gossmichaelfoundation.org)

Images from the inaugural RE:DEFINE event can be found at: <http://flic.kr/s/aHsjwknk8h>

- Ends -

### **ABOUT MTV INTERNATIONAL'S STAYING ALIVE FOUNDATION**

The MTV Staying Alive Foundation is a global grant-giving and content-producing public charity operating in affiliation with MTV Networks International.

In 1998, MTV launched the Staying Alive TV series, which grew to be the world's largest multimedia HIV prevention and awareness campaign for young people, including documentaries, dramas, public service announcements, websites, events and forums.

Created in 2004, the MTV Staying Alive Foundation expanded the initiative in to a charitable, grant-giving organization to support youth-led initiatives committed to stopping the spread of HIV in local communities.

To date, the Foundation has awarded 304 grants in 61 countries across the world, distributing over \$3 million. The MTV Staying Alive Foundation is dedicated to fighting stigma and discrimination and empowering young people to protect themselves against the disease. The MTV Staying Alive Foundation is registered as a UK charity and as a 501c3 charitable organization in the US.

For more information visit <http://stayingalivefoundation.org>

### **ABOUT THE GOSS-MICHAEL FOUNDATION**

The Goss-Michael Foundation was founded by George Michael and Kenny Goss in June 2007.

The Foundation offers the public a rotating schedule of exhibitions derived from Goss and Michael's private collection of British contemporary art as well as other institutions.

The Goss-Michael Foundation exists to educate, engage and inspire audiences by presenting exhibitions of British Contemporary art, provide vast resources, educational programs and scholarships to aspiring artists.

For more information visit [www.gossmichaelfoundation.org](http://www.gossmichaelfoundation.org)

**PHILLIPS**  
de PURY & COMPANY



Neiman Marcus

joule



## THE GOSS-MICHAEL FOUNDATION



### **ABOUT THE FUTURE TENSE**

The Future Tense seeks to challenge preconceived notions of the traditional static gallery space, delivering a rigorous, inspiring and engaging contemporary art programme to a discerning international audience.

Founded with the primary aim of supporting the career progression of emerging artists, The Future Tense works with both a focused roster of represented talent as well as a broader cross-section of established artists via its curated exhibitions and events.

Beyond its core arts platform, The Future Tense also develops a range of highly ambitious special projects including the prestigious annual 'RE:DEFINE' benefit art exhibition and auction, featuring artists such as Damien Hirst, Tracy Emin and Shepard Fairey. Debuting in Dallas in November 2011, the event was established with the MTV Staying Alive Foundation and Goss-Michael Foundation and has raised almost \$800,000 for the AIDS charity to date.

For more information visit: [www.thefuturetense.net](http://www.thefuturetense.net)

### **ABOUT PHILLIPS DE PURY & COMPANY**

As the only international auction house to concentrate exclusively on contemporary culture, Phillips de Pury & Company has established a commanding position in the sale of Contemporary Art, Design, Photographs, Editions and Jewelry.

Through the passionate dedication of its team of specialists, Phillips de Pury & Company has garnered an unparalleled wealth of knowledge of emerging market trends.

For more information visit: [www.phillipsdepur.com](http://www.phillipsdepur.com)

### **ABOUT THE JOULE HOTEL**

The Joule, named for the international unit of energy, occupies a revitalized 1920's neo-gothic, landmark Dallas building. The hotel is well into a two-year \$78 million renovation and expansion expected to be complete by early 2013, including a subterranean spa by ESPA, new suites and multi-story penthouses, the TASCHEN Library and retail by TRAFFIC Los Angeles and TENOVERSIX.

A visual masterpiece from award-winning designer Adam D. Tihany, the hotel creates a tasteful union of Old World quality and contemporary design with original marble flooring, richly colored fabrics, millwork, chrome, glass and populated throughout by original artwork from names including Andy Warhol, Tony Cragg, Adam Fuss and Richard Phillips.

In addition to uniquely designed guestrooms and a spectacular penthouse, the property currently includes a cantilevered glass rooftop pool and bespoke lobby environment. Set in the heart of a burgeoning downtown, adjacent to the flagship Neiman Marcus and within walking distance of the internationally acclaimed Dallas Arts District, the hotel is ideally located. The Joule – an artfully delivered experience in an iconic setting infused with energy, style and passion.

For more information visit: [www.thejouledallas.com](http://www.thejouledallas.com)

PHILLIPS  
de PURY & COMPANY



Neiman Marcus

joule



## THE GOSS-MICHAEL FOUNDATION



### FACT SHEET

<b>Exhibition Title</b>	MTV RE:DEFINE
<b>Exhibition Dates/Times</b>	Thursday, September 13 <sup>th</sup> to Saturday, September 22 <sup>nd</sup> 2012 Tues – Fri: 10am til 6pm / Saturday: 11am til 4pm
<b>Special Events</b>	Preview Reception: Thursday, September 13 <sup>th</sup> 7 til 9pm VIP Gala Auction: Saturday, September 22 <sup>nd</sup> 7 til late
<b>Location</b>	The Goss-Michael Foundation, 1405 Turtle Creek Blvd. Dallas, TX 75207
<b>Admission</b>	Free
<b>Access</b>	The entire exhibition is wheelchair accessible
<b>Event website</b>	<a href="http://www.mtvredefine.com">www.mtvredefine.com</a>

### PRESS CONTACTS

#### MTV INTERNATIONAL STAYING ALIVE FOUNDATION

##### London

Seema Alibhai  
[Seema.Alibhai@vimn.com](mailto:Seema.Alibhai@vimn.com)  
+44 (0)207 284 6127

##### New York

Adrienne Andang  
[Adrienne.Andang@vimn.com](mailto:Adrienne.Andang@vimn.com)  
+1 212 846 3270

#### THE GOSS-MICHAEL FOUNDATION

Barbara Buzzell  
[bb@buzzellco.com](mailto:bb@buzzellco.com)  
+1 214 219 9191

#### THE FUTURE TENSE

Chloé Nelkin  
[chloe@chloenelkinconsulting.com](mailto:chloe@chloenelkinconsulting.com)  
+44 (0)7764 273 219

#### PHILLIPS DE PURY

Giulia Costantini  
[GCostantini@phillipsdepury.com](mailto:GCostantini@phillipsdepury.com)  
+44 (0)20 7318 4043

PHILLIPS  
de PURY & COMPANY



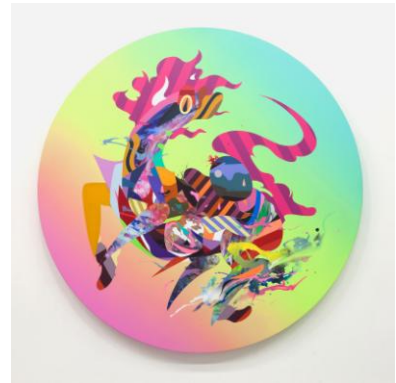
Neiman Marcus

joule

**IMAGE SHEET**



G rard Rancinan – Le Banquet des Idoles (I), 2012  
180 x 300cm  
Argentic print mounted on plexiglas in artist’s frame



Tomokazu Matsuyama – Mr. Alpha-Beta, 2012  
55 x 55cm  
Acrylic on canvas



Ralf Kaspers – Summerland III Tokyo, 2011  
267 x 200cm  
Lambda print on Diasec mount



MTV RE:DEFINE Exhibition View, 2011