

Art Auction for Charity



Thursday 16 April 2015
6.30pm

« Before addressing any notion of conservation, we must first learn to feel again.

I want to offer the general public an exceptional dive into these last wild lands. To present nature in a sensitive way to excite and amaze mankind in order to recreate this indispensable bond that unites us with it. »

Luc Jacquet
Founder of the Wild Touch association

The PROJECT



The students of IESA Art Market and Expertise are organising an Annual Charity Auction. It is an opportunity offered to the First-year students to set up an auction for a charity cause, to benefit a charity association. This ambitious project allows us to acquire experience and integrate learnt theories with practice. Regardless of rigorous personal and collective participation, the cause we stand for demands a performance without rest.

The Charity Auction benefits a different association each year and this year it is "Wild-Touch" – an association which oversees the protection of flora. It plays a dominant role not only in the preservation of an unstable and fragile wildlife, but also in developing populations.

The profits from the sale will be donated in full to "Wild-Touch". The goal is to achieve a solidary project, complementing student involvement with the professionalism of the association. The aid to the population, sustainable development and enhancement of a people's skills based on their natural resources will drive for stability in the future.

Today, becoming aware and regulating our daily carbon consumption has become the main challenge for the preservation of our planet and of an individual. This commitment will be the culmination of the first part of the project. In fact, the students will take into account their own carbon expenditure regarding any activity during the organisation of the sale (trips, electricity, meetings, etc.).

From the sale's profits we will deduct the total carbon costs: a symbolic act representing our full commitment to the environmental cause and the process of creating a "responsible" sale that guarantees its own expenditure. This cost management is regulated by the UN carbon offset programme.

The sale's theme is "Wallpaper and Nature". Our goal is to raise awareness of contemporary artists, stylists and designers, while allowing for their artistic freedom.

Generous donors, inspired and motivated artists, and a significant input from us will guarantee the initiative of this project.

Our goal is to bring together 40 lots that will be sold under the hammer of (name of CP). The Auction will take place April 16, 2015 at (place) with the participation of (name). You will have the opportunity to see the works of art, and to meet and talk with some of the artists on the night of the sale. Furthermore, you will be provided with a complete catalogue of the auction.

IESA

Institut d'Études Supérieures des Arts (Higher Institute of Arts)



Founded in 1985, IESA is a private higher technical education group recognized by the Ministry of Culture and Communication since 1998.

A prestigious school of professional certification

- For 27 years, more than 12 000 students and trainees.
- Recognition by the Ministry of Culture and Communication.
- Certified titles I and II, recognized by the State, and Masters of Arts validated by the University of Warwick.

Apprenticeship through practice

- A network of cultural institutions and partner events to benefit the students with the best experiences
- The opportunity to do internships in their first year
- The chance to deliver, individually or in groups, large-scale projects

The prestigious International partners

- Warwick Collection, Warwick University, Whitechapel...
- A global reach to boost students' career
- Internships in Europe through the Erasmus Charter
- A partnership for internships with the Ministry of Foreign Affairs
- Member of Studialis-The Group, a union of 24 higher education institutions located in France.

In figures: 23 schools, 10,000 students, grade 1 Master, 18 titles certified by the State. Since 1963, more than 50,000 former students located in six cities in France, more than 100 international partner institutions, 15000 business partners.

The IESA Art & Culture benefits from a French and International professional network, as well as a legitimate international overture.



WILD TOUCH

We protect better what we love



Background

The emergence of this association comes after a meeting between Luc Jacquet and scientific experts in vital environmental causes such as primary tropical forests, Antarctica, climate change, and coral. Luc Jacquet, through the notion of movies, displays the fundamental issues concerning our environment.

Missions and relationship with art

The primary mission of Wild-Touch is to sensitise the artists about environmental causes by placing them in the same filming set, surrounded by luxuriant vegetation.

Immersed in natural environments, the artists transcribe their sensibility: nature being the source of inspiration. From these missions carried abroad were born *The March of the Penguins* (La Marche de l'Empereur) and *The Fox and the Child* (Le Renard et l'Enfant). Wild-Touch travels to last wild oasis on the planet and it wants to share this privilege with the public, and uses the web media to present the sensible side of the human adventures through a free and creative adaptation.

The association works with numerous professors in order to popularise scientific concepts amongst which are pollination, global warming, plant interconnection... Multiple playful animations (short films) are created in order to reach the younger generations.

Objective

Wild-Touch plans to eventually lodge other projects and provide an opportunity for artists to express themselves and to educate people of all ages about the future of our planet.



ON PROTÈGE MIEUX CE QUE L'ON AIME