

TUESDAY, MAY 27, 2008

## Monte Carlo hosts “Passion for Life” art exhibition supporting GEMLUC



The next *Passion for Life* collective art exhibition to be held from June 5-19, 2008 at the two Artemisia gallery locations in Monte Carlo will support **GEMLUC**, whose Honorary President is H.R.H. Princess Caroline of Hanover.

The next *Passion for Life* collective exhibition will be held from June 5-19, 2008 at the two Artemisia gallery locations in Monte Carlo. The *Passion for Life* program supports fundraising for the fight against cancer and other important humanitarian causes, through the organization of high caliber contemporary art exhibitions worldwide. The *Passion for Life* program was founded by Antoine Gaber, both as an impressionist artist painter but also as a cancer researcher in drug development focusing mostly in cancer treatments.

The Monte Carlo *Passion for Life* exhibition will be supporting **GEMLUC** *Groupement des Entreprises Monégasques dans la Lutte contre le cancer*, with its fundraising activities. GEMLUC was founded in Monaco in 1973 by Philippe Lajoinie, and **H.R.H. Princess Caroline of Hanovre** is the Honorary President. In this time, the association has raised over 1.500.000 euros in funds in order to fight cancer: donated to assist cancer research, pay for scholarships for medical students and medical products, and give care to cancer sufferers. In each of the countries where *Passion for Life* has exhibited, the funds raised have been fully and exclusively given to the chosen local charity or association.

The main objectives of *Passion for Life* are: to improve the awareness and early diagnosis of the disease and to fundraise to support research. As an example of some activities, in February 2007, *Passion for Life* fundraising art exhibition was held at the Chetumal Maya Culture Museum, in Mexico, in parallel several conferences were given by Antoine Gaber to increase awareness about cancer worldwide, aiming at students of several important universities. In June of 2007, in addition to *Passion for Life* fundraising exhibitions in Volterra and Montecatini,

Italy, an exclusive fundraising Gala Dinner as a collateral event, was organized in collaboration with the 15th Congress of European Association for Psychotherapy at the Palazzo Budini Gattai, in support of the Department of Hemato-Oncology, Meyer Paediatric Hospital in Florence, with the special participation of the famous Patch Adams the physician who brought humor therapy for his patients into the hospital (Robin Williams interpreted the role of Patch Adams in the 1998 movie).

In 2005, the *Biennale Internazionale dell'Arte Contemporanea of Florence* joined Antoine Gaber as Artistic Partner, bringing art to life in support of cancer awareness and research with Gaber's International *Passion for Life* program. In December 2007, as one of the Florence Biennale collateral events, and as a follow up from the last 2 years, Antoine Gaber was invited as one of the key speakers to present a retrospective on his *Passion for Life* international artistic fundraising initiatives. The 840 artists present at the Biennale coming from more than 70 countries, numerous visitors, art critics, journalists and Italian and foreign government officials, attended Gaber's presentation of *Passion for Life*. At the conclusion of his presentation, Gaber announced the next *Passion for Life* International event location to be held in Monte Carlo in June 2008, under the hospitality of Ms. Mirella Setzu, owner of Artemisia.

The exhibition in Monte Carlo will take place at the two locations of Artemisia (rue Princesse Caroline, 5 and in the avenue Princesse Alice, 5 from 5 - 19 June 2008.

On the evening of 5th June, 2008 *Passion for Life* exhibition fundraising cocktail will be held at La Rose des Vents in Plage du Larvotto, Monaco, organized by GEMLUC. This event will celebrate the PASSION FOR LIFE exhibition opening and its support for GEMLUC. Some of the artists will attend the event along with personalities such as Michele Cucuzza and Amanda Lear who is also one of the participating artists.

Participating artists:

Barbara Alcalde, Figen Begen, Mary Brilli, Diana Calvillo, Brenda Charles, Antoine Gaber, Marybel Gallegos, Sietze Groenewold, Sumio Inoue, Maz Jackson, Betty Jonker, Kosmas Kroussos, Leticia Leal, Amanda Lear, Sinae Lee, Martin J.A. Nijman, Catalina Ochoa, Antonio Pugliano, Marieta Reijkerkerk, Karl Stengel, Goga Trascierra, Karel Vreeburg

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