



## Art for L'Aquila

Bloomsbury Auctions were delighted to take up Art Project Minerva's invitation to help support their event to raise funds toward the restoration of the Santa Maria del Suffragio church in L'Aquila. Our contributions included the creation of an exhibition catalogue design to be produced by the event organisers' printers and posted online, publishing information on our website and notifying our London & Rome clientele of the exhibition and auction by email. We also provided an auctioneer and administration staff for the auction itself.

The exhibition ran at the Italian Cultural Institute in Belgrave Square, London, from the 29th of June through to the 3rd of July, with the actual auction taking place on the evening of the 2nd. The auction was well attended and the room packed, in part thanks to the sterling promotion provided by the online portal Life in Abruzzo, the Italian Cultural Institute's Rossana Pittelli, and Bloomsbury's own humble efforts. The popular British artist (with Italian connections) Jack Vettriano had donated a photographic triptych to the event which sold for £1000, and he was also in attendance, as was the popular thespian & comedic talent Kulvinder Ghir, adding some additional glamour to the evening. We were also blessed with the presence of Lord Clanmorris, Lady Belhaven & Stenton, the poet & writer Michele Celeste, and the Polish consul Jakub Zaborowski.

Despite a slow start the bidding soon began to pick up, the whole auction including post-sales making almost £5000. The event managers Blandine Martin and Magdalena Rutkowska were a delight to work with; both artists, their passion & enthusiasm for the cause and the artwork were invaluable motivating factors and their professionalism & focus essential in organising and running the whole event.

Roddy Newlands