

Charity Box Auction!

Press Release

Design Exhibition Auction! to support the victims of the earthquake and tsunami that hit Japan on March 11th 2011

Project of : L'Isola della Speranza no profit association

Almost four years have passed since the earthquake and tsunami struck Tohoku, Japan on the 11th of March 2011, the effects of which impacted the whole World. Never before had we - as Japanese people living abroad - been struck by such a sense of helplessness, and with damage exceeding all imagination, were left thinking "what can we do from far away?".

The idea of the project "Charity Box Emergency Project for Japan" started from two questions: "what can design do to help in devastating disasters like this?" and "how can we do it urgently?". Our response to these questions was rather original.

In practice, designers and artists were asked to design and produce boxes for fundraising - Charity Box - and donate them to our Association. We organized an exhibition which displayed the boxes all together, and offered them as 'piggy banks' into which visitors could enter donations. These donations could then be collected and sent to the victims of the disaster directly, without an intermediary. In this way, we saw design contributing help.

When we began organising the first exhibition there was only two weeks left to submit to Fuori Salone 2011, an event that would have seen a large flow of people. We sent a call for entries to designers and artists that we respect, thinking that we wouldn't have many responses due to the short time available to design and produce usable objects. However, within a few hours, to our great surprise, we had received confirmation from a majority, together with messages of encouragement. We will never forget the emotions we felt towards the generosity, solidarity and great enthusiasm. To everyone who participated, we would like to devote our thanks again.

Since the first exhibition in Corso Como in 2011, the touring exhibition "Charity Box On Tour" has been to Castell'Arquato, Geneva, Tokyo and the first anniversary of the Triennale di Milano. We wish to express great thanks to all the people who made the first exhibition and those that followed possible: event organizers, sponsors, public institutions, journalists, photographers, graphic designers, web designers, and dear friends.

Now, after four years of tragedy and despite the overall situation improving, there are still a few affected areas where reconstruction efforts are running behind schedule. For this, we are happy to be able to offer a final exhibition of Charity Box, which comes thanks to the support of Sotheby's Italy, one of the most prestigious auction houses. Following the exhibition the Charity Boxes will be put to auction, and it will be a happy ending to our project. We wish that each of these little "wonders", supported solely by the good will of the people, continues to live in all corners of the world.

Information: info@lisoladellasperanza.org kazuyo komoda +39-02-66713655

Title	Charity Box Auction!
Organizer	L'isola della speranza (www.lisoladellasperanza.org)
Patronage	Consolato Generale del Giappone a Milano (www.milano.it.emb-japan.go.jp/)
Collaboration	Sotheby's (www.sothebys.com)
Sponsor (Attachment 1)	Archivision Co.Ltd (www.archivision-hs.co.jp) Garde (www.garde.co.jp) Maruwa Co. Ltd www.maruwa-wk.co.jp/ Shima Seiki Co.Ltd (www.shimaseiki.com) Union Co. Ltd (www.artunion.co.jp/en/)
Sponsor tecnico (Attachment 1)	Sig.ra Lalla Jucker Sig.ra Emma Mercanti Poporoya (www.poporoyamilano.com)
Evento location	Sotheby's Via Broggi 19 Milano
Exhibition	March 11th 2015 10.00 - 13.00, 14.00-end of auction
Auction	March 11th 2015 19.00-
Cocktail&Music	March 11th 2015 18.00-19.00
54 designers and artists	See attachment 2, Designers and Artist List the exhibition website, photos of the boxes and profiles of participate with their ownthe designers will be posted.
Follow up	The website will include details on the results of the exhibition, including the sales amount collected.
Destinazione delle donazioni	Sendai • Miyagi NPO Center. (www.minmin.org/) Il centro che coordina tutte le organizzazione no-profit nel prefettura di Miyagi.
Sito web dell'evento	http://www.lisoladellasperanza.org/charitybox/home.html
Per informazioni press	email: info@lisoladellasperanza.org kazuyo komoda design studio +39-02-66713655

Attachment 1



Iniziativa de L'Isola della Speranza
主催 リゾラ・デッラ・スベランツァ



con il patrocinio di
Consolato generale del Giappone
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con la collaborazione tecnica di Sig.ra Lalla Jucker, Poporoya e Vivere l'Italia
ケータリング テクニカル・スポンサー: ラッラ・ユッカー、ポポロ屋、ヴィーヴェレ・リタリア

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