

Focus on Aids Charity Benefit Sat. May 6th & on Sun. May 7th, 1pm, SMAuctions is selling Warhol, Baldessari, Basquiat

Focus on Aids Benefit Sat. May 6th. 1pm Hosted by Susan Baraz, Hossein Farmani and Robert Berman at SMAuctions . Keith Haring created their iconic logo in 1987

LOS ANGELES, CA, UNITED STATES, May 4, 2023 /EINPresswire.com/ -- Fine Art Auction & [Focus On AIDS](#) Charity: May 6th & 7th

Day 1: Saturday, May 6th, 1pm: [Santa Monica Auctions](#) established in 1984, will host a Photography Auction, followed by a Benefit Auction for Focus On AIDS (FOA) Foundation. The charity was founded in 1987 by Susan Baraz, Hossein Farmani and Robert Berman.

In the late 80s, world renowned fashion illustrator, Antonio Lopez, passed away from AIDS after being cared for by his close friend Susan Baraz in her Los Angeles home. His last interview was for the magazine "Vue" which was owned by Hossein Farmani. Antonio's devastating death came at a time when AIDS was a secret disease. Hossein had the idea to create a photography benefit to raise funds and awareness about the impact AIDS was having on the creative community. Both Susan and Hossein, from the fashion and photography world,



ANDY WARHOL, Volkswagen (left) from ADS, 1985, Lot #83, Screen-print Edition of 190, ESTIMATE: \$60,000-\$70,000 and (right) John Baldessari, Lot #6 Person with Guitar (Green), 2005 Screenprint in colors on Rivers BFK paper, Edition of 40, Estimate \$20,000-\$25,000



Focus on Aids logo & Design by Keith Haring, 1987

established the first AIDS photography benefit of its kind, Focus on Aids, and named by Robert Berman.

In 1986 Robert Berman hosted Keith Haring's FIRST West Coast Art exhibition at his tiny B-1 Gallery in Santa Monica. Robert recalls, when Keith arrived, with his vast entourage, they sat in Berman's gallery to discuss the show and Keith. Thinking it was only his office, Haring wanted to go see the gallery... Robert said, "you're sitting in it"... Dead silence... Robert thought,

"he's going to leave." Being a master negotiator, he talked him into staying and it ended up being a sold-out show which put Berman on the Art-map. This was good for the gallery, Keith Haring and subsequently FOA: "Our logo was created by artist Keith Haring specifically for our first auction, as he was friends with Antonio – his enthusiastic championing of this event was



Francis Bacon, Triptych, 1983, Lot #4,
Lithograph/velin Arches (triptyque) Signed and
numbered on recto Image: 29 x 21 inches Framed:
38 x 29 1/2 inches, Estimate: \$35,000-\$50,000

“

The FOA logo Keith Haring created for our first auction in 1987 is used today in his honor, to remember the early days of HIV/AIDS, and to remind us how far we've come and how far we still have to go.”

*Robert Berman, Founder
Santa Monica Auctions*

invaluable. We use this logo today in his honor, to remember the early days of HIV/AIDS, and to remind ourselves how far we've come and how far we still have to go”.

In October of 1987, "Focus On AIDS" held its first event raising over 100k. An all-volunteer organization, FOA has become the largest photography benefit / auction in the U.S. and has raised over \$3 million, 100% of the proceeds donated to various hands-on AIDS charities worldwide: AIDS research, AIDS charities in the U.S., orphanages in Africa and Cambodia, and built a Children's AIDS Hospital, "Asha Kirana" (Ray of Hope) in Mysore, India, which is the

only, stand-alone AIDS Hospital in the world. Susan Baraz is the Co-Chair of the Lucie Awards and Chair of Focus on Aids, while Hussein Farmani is the Founder of the House of Lucie and a global lecturer.

The three Founding members of the 501(c)(3) non-profit, Susan. Baraz, Hossein Farmani and Robert Berman wanted to continue support the progress by auctioning the remaining major works from its archive through SANTA MONICA AUCTIONS. In the auction 100% of the hammer proceeds are donated to FOA and the global non-profits they serve. (A buyer's premium will be added to the hammer price). Featured works by photographers include: Berenice Abbott, Lillian Bassman, George Hurrell, Allen Ginsburg, Elliott Erwitt as well as GOAT, A Tribute to Muhammad Ali, a Taschen book. All artwork is being offered without reserve. Baraz comments "FOA has had

the pleasure of giving so much, thanks to the generosity of the photographers, galleries, collectors, and others who contributed to the largest photo benefit event ever held in the United States”.

Day 2: Sunday, May 7th starting at 1 pm:

SM Auctions will be holding a modern and contemporary art auction featuring over 100 works by artists including: Shepard Fairey, Andy Warhol, Mary Corse, Keith Haring, Carlos Almaraz, Jean Michel Basquiat, David Hockney, GRONK, Sam Francis, Eric Orr, Robbie Conal, Billy Al Bengston, Alex Katz, Ed Moses, Jenny Holzer, Christo, John Baldessari, Sterling Ruby, Man Ray, Miró, Chagall, Robert Indiana, Ed Ruscha and Tom Wesselmann.

Buyers must register to bid and can Preview live and online NOW! For more information, visit: www.smauctions.com, (310) 315-1937, Bergamot Station Arts Center, 2525 Michigan Ave. #A5, Santa Monica, CA 90404

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