

TWO x TWO for AIDS and Art 2011

A benefit for the Dallas Museum of Art
and amfAR, The Foundation for AIDS Research
Dallas, Texas

TWO x TWO
for AIDS and Art
Dallas 2011

WHO: **Cindy and Howard Rachofsky, Hosts**
Joyce Goss, John Benjamin Hickey and Dr. Gary Tigges, Event Co-Chairmen
Janelle and Alden Pinnell, Art Chairmen
Mark Grotjahn, amfAR's 2011 Honored Artist
Contemporary art dealers and artists from around the world

WHAT: The 13th annual gala dinner and art auction jointly benefiting the Dallas Museum of Art and amfAR, The Foundation for AIDS Research. Drawing prominent artists, art collectors and philanthropists from around the world, *TWO x TWO for AIDS and Art* has evolved into a week full of social events aimed at recognizing the progress of amfAR and engaging the arts community in Dallas. An eagerly anticipated event that quickly sells out, the gala benefit features a seated dinner for 450 guests with both a live and silent auction of major works of contemporary art and unique luxury items. www.2x2online.org

- Platinum Sponsors – Audi, Sotheby's, Talbots
- Gold Sponsors – Flexjet, Moët Hennessy USA, todd.eventdesign.creativeservices, Waldman Bros./Chubb Personal Insurance, Neiman Marcus, Cartier, Aston Martin of Dallas, AT&T

WHERE: The Richard Meier-designed Rachofsky House
8605 Preston Road, Dallas, Texas

WHEN: Black Tie Gala and Auction - Saturday, October 22, 2011
6:30 – 11:00 p.m. (SOLD OUT)

TICKETS:

Table of Ten Prices:	Individual Ticket Prices:
\$ 50,000	\$1,500
\$ 25,000	\$2,500
\$ 15,000	\$5,000
	\$25,000/couple

WHY: Since its inception, **TWO x TWO for AIDS and Art has raised over \$29 million** in support of essential AIDS research for amfAR and the Contemporary Art Acquisitions Fund at the Dallas Museum of Art.

CELEBRITIES: The Saturday night gala and auction, conducted by Sotheby's Chairman Jamie Niven, has included VIP celebrity guests such as Sharon Stone, Sigourney Weaver, Shirley MacLaine, Liza Minnelli, Barry Manilow, Natasha Richardson, John Benjamin Hickey, Taylor Dayne, Dita Von Teese, Gavin Rossdale, Stanley Tucci, Alan Cumming and Cheyenne Jackson. Renowned artists April Gornik, Robert Rauschenberg, Ed Ruscha, Julian Schnabel, Joel Shapiro, Cecily Brown, Tom Friedman, Elizabeth Peyton, Jim Hodges, Peter Doig and Christopher Wool have been honored. The 2011 gala will honor **Mark Grotjahn**.

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EVENT HISTORY:

Thanks to the phenomenal support of the dealer and artist community, *TWO x TWO's* annual benefit gala dinner and art auction has raised **over \$29 million in its 12 year history** in support of amfAR's AIDS research initiatives and the DMA's contemporary art acquisition program.

TWO x TWO is such a successful event because it provides an opportunity to support two very worthy organizations. amfAR, the Foundation for AIDS Research, has made great strides in essential AIDS research initiatives over the last 25 years, and *TWO x TWO* has become amfAR's largest fundraiser in the United States. The Dallas Museum of Art has added some 90 major works of contemporary art to their permanent collection with *TWO x TWO* proceeds donated to their Contemporary Art Acquisition Fund and exhibitions. *TWO x TWO* is also the DMA's largest annual fundraiser. www.2x2online.org

BENEFICIARIES:

amfAR, founded in 1985, is dedicated to ending the global AIDS epidemic through innovative research. With the freedom and flexibility to respond quickly to emerging areas of scientific promise, amfAR plays a catalytic role in accelerating the pace of HIV/AIDS research and achieving real breakthroughs. amfAR-funded research has increased our understanding of HIV and has helped lay the groundwork for major advances in the treatment and prevention of HIV/AIDS. Since 1985, amfAR has invested nearly \$325 million in its mission and has awarded grants to more than 2,200 research teams worldwide. *TWO x TWO* is amfAR's largest fundraiser in the United States. www.amfar.org

The Dallas Museum of Art, established in 1903, has an encyclopedic collection of more than 26,000 works spanning 5,000 years of history and representing all media with renowned strengths in the arts of the ancient Americas, Africa, Indonesia, and South Asia; European and American painting, sculpture, and decorative arts; and American and international contemporary art.

Proceeds from *TWO x TWO* support the DMA's Contemporary Art Acquisitions Fund and exhibitions and have been used to purchase some ninety works of contemporary art for the museum over the last twelve years.

The Dallas Museum of Art is the anchor of the Dallas Arts District and serves as a cultural magnet for the city with diverse programming ranging from exhibitions and lectures to concerts, literary readings, and dramatic and dance presentations. The Museum serves more than one-half million visitors a year and offers more than 3,500 education and public programs annually, designed to engage people of all ages with the power and excitement of art. The Dallas Museum of Art is supported in part by the generosity of Museum members and donors and by the citizens of Dallas through the City of Dallas/Office of Cultural Affairs and the Texas Commission on the Arts. www.dallasmuseumofart.org

ADDITIONAL EVENTS (2011):

New York Preview of TWO x TWO auction highlights

Sponsored by Sotheby's

By invitation only

Monday, September 19th, Sotheby's, 1334 York Avenue, New York, New York

Preview Party for Dallas Museum of Art members

Sponsored by Sotheby's

Cocktails by Moët Hennessy USA

Featuring work by artist John Gerrard of Simon Preston Gallery

By invitation only

Tuesday, October 18, 6:30 – 8:30 p.m. at The Rachofsky House, Dallas, Texas

FIRST LOOK: A Preview Party and Fundraiser

Presented by MICHELE

Gourmet bites by Kent Rathbun Catering

Mixologist sips by Belvedere

Performance art by Rob Pruitt of Gavin Brown's enterprise

Co-chairs Charlotte and Shy Anderson

Tickets \$250 each; available at www.2x2online.org/First-Look

Thursday, October 20, 7:00 – 10:00 p.m. at The Rachofsky House, Dallas, Texas

Sunday Brunch and Award Presentation at One Arts Plaza in the Dallas Arts District

Sponsored by Flexjet

Hosted by Janelle and Alden Pinnell

Honoring Mark Grotjahn

Recipient amfAR's 2011 Award of Excellence for Artistic Contributions to the Fight Against AIDS

11:00 a.m. Brunch and award presentation

By invitation only

Sunday, October 23, 11:00 a.m., The Power Station, Dallas, Texas

Please note: The Rachofsky House is also open for guest tours of the TWO x TWO exhibition during the two weeks leading up to the gala. During these two weeks of public and private guest tours, preview parties and events, **over 1500 people** will visit the Rachofsky House.

For more information on TWO x TWO for AIDS and Art, please contact Melissa Meeks, Director, TWO x TWO, at 214.890.8802 or melissa@rachofskyhouse.org. www.2x2online.org

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