



MTV RE:DEFINE 2014 RAISES \$2 MILLION FOR MTV STAYING ALIVE FOUNDATION & DALLAS CONTEMPORARY



April 5, 2014 – Dallas, TX - Last night, [MTV RE:DEFINE](#), raised **\$2 million** for the programs of the **MTV Staying Alive Foundation** and **Dallas Contemporary** at their third annual auction and gala. Top names from art, business, fashion and philanthropy gathered alongside co-chairs **Joyce Goss** and **Kenny Goss** at Dallas Contemporary, in support of the organizations, and to launch Dallas Arts Week.

“The continuous generosity of the RE:DEFINE audience is overwhelming. I am thrilled by the success of tonight and the impact that the money raised will have on our work at the MTV Staying Alive Foundation as we continue to promote HIV and AIDS awareness worldwide,” said Georgia Arnold, Executive Director of the MTV Staying Alive Foundation.

The evening featured successful live and silent auctions, with highlights including works by Damien Hirst, Richard Phillips, Sarah Lucas, Julian Schnabel, Jim Lambie, Mat Collishaw, Angel Otero, Russell Young, Chris Levine which were on display in the space at the exhibition co-curated by Peter Doroshenko and Future Tense. **Alexander Gilkes** led the lively auction at the event powered by Paddle 8.

Artist, **Richard Phillips**, as music curator for the benefit, brought rock ‘n’ roll to Texas with an energetic live performance by New York band **Starred**, followed by a DJ set by **Black Bananas**. Since RE:DEFINE benefits the MTV Staying Alive Foundation, Phillips wanted to unite anew the presence of pure rock’n’roll with MTV and art in a way that connected with its founding spirit.

GUESTS INCLUDED:

Jerry Hall, Joyce Goss, Kenny Goss, Richard Phillips, Peter Doroshenko, Misha Nonoo & Alexander Gilkes, Nasiba Adilova, Adam Ball, Eddie Borgo, Ed Bartlett, Kary & Eduardo Brittingham, Chris Byrne, James Cope, Ron Corning, Rebekah Finley, Gina & Scott Ginsburg, Sue Gragg, Georgina Hartland, Jennifer Herrema, Jenny Esping Kirtland & John Kirtland, Matthew Koshak, Steve Lazarides, Muffin & John Lemak, Sheryl & Eric Maas, Chandra North, Jessica Nowitzki, Kira Plastina, Katherine Perot Reeves & Eric Reeves, Capera Ryan, Mark Schwarz, Anne & Steve Stodghill, Jenifer Straus, Marlene & John Sughrue, Liza Thorn, John Tolleson, Anna-Sophia van Zweden, Shelby Wagner, Warren Weitman, Kim Schlegel Whitman & Justin Whitman, Christen Wilson, among other guests.



About MTV Staying Alive Foundation

The MTV Staying Alive Foundation is an international content-producing and grant-giving organization dedicated to stopping the spread of HIV among young people. The Foundation creates and distributes challenging and entertaining HIV-prevention content across MTV channels and with third-party broadcasters, while finding and funding young leaders who are tackling the HIV epidemic in their own communities. To date, MTV Staying Alive Foundation programming has reached 100% of the top 50 countries affected by HIV, and has awarded 488 grants in 66 countries around the world, distributing over \$4.2 million to grassroots HIV-prevention projects.

About Dallas Contemporary

Dallas Contemporary is a non-collecting art museum presenting new and fresh ideas from regional, national and international artists. Modeled after European art centers and located in an industrial building in the Design District, Dallas Contemporary is one of the only institutions of its kind in the United States, offering temporary exhibitions, important lectures and seminal learning programs.

About The Goss-Michael Foundation

The Goss-Michael Foundation was founded by George Michael and Kenny Goss in June 2007. The Foundation offers the public a rotating schedule of exhibitions derived from Goss and Michael's private collection of British contemporary art as well as other institutions. These exhibitions serve as a challenge to preconceived art notions and strive to set a new standard in artistic awareness by providing visitors with fresh and fascinating art experiences. Through these experiences, the Foundation hopes to generate new perspectives and conversations on the creative methods of contemporary artists. Locally, the Foundation is dedicated to contributing to Dallas' thriving artistic community and enhancing the public's familiarity and interaction with contemporary and emerging British artists. The Foundation fosters young artists in Dallas and throughout Texas through numerous scholarships and art education programs.

About Paddle 8

Paddle8 is the online auction house, connecting buyers and sellers of fine art and collectibles across the Internet. Paddle8 presents two types of auctions: monthly themed auctions, and benefit auctions in collaboration with non-profits. Founded by Alexander Gilkes, an auctioneer and LVMH veteran, and Aditya Julka, a Harvard Business School MBA and serial entrepreneur, Paddle8 eases the sale and acquisition of art and collectibles via a fully online auction model, offering the lowest available commissions, no public sales records, and extended auction visibility and timelines, enhanced by educational content, in addition to automated post-sale services. Paddle8 has collaborated with over 150 non-profit organizations worldwide.

About Future Tense

The Future Tense is an independent, curator-led arts initiative working globally from London. The Future Tense works with some of the most progressive creative minds of the day to develop and deliver a compelling program of event and exhibitions – from solo, group shows and art fairs to fine arts editions and site-specific installations. Since launching in 2009, The Future Tense has developed a reputation for a rigorous and unrelenting focus on quality and innovation in every aspect of its approach, particularly with regards to discovering and fostering emerging talent, but also for successfully offering an alternative channel for established gallery artists.