

FOR IMMEDIATE RELEASE
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Vancouver
Artgallery

Vancouver Art Gallery's *Monet to Dalí Ball* Raises \$300,000 in Net Proceeds

VANCOUVER, BC – The Vancouver Art Gallery's *Monet to Dalí Ball* raised more than **\$300,000** in net proceeds in support of Gallery operations, exhibitions and programming. The black tie event on **June 8th** brought more than 500 people together to enjoy an exclusive preview of the Gallery's blockbuster summer exhibition ***Monet to Dalí: Modern Masters from the Cleveland Museum of Art*** and the North American debut of **CHANEL's** 2007-2008 Fall/Winter Ready-To-Wear Collection.

**MONET
TO DALÍ**
Ball

"Coco Chanel revolutionized women's fashion in much the same way that the modernist painters featured in *Monet to Dalí* transformed the art world. It was a natural, and a great honour, to pair the exhibition with the renowned fashion house of CHANEL," said Vancouver Art Gallery director Kathleen Bartels. "It was our goal to bring the best of art and fashion together for one grand experience, and the *Monet to Dalí Ball* exceeded our expectations. It was a truly unforgettable night."

The fundraiser began with a reception in a Monet-inspired garden created on the Gallery's Robson Plaza by internationally renowned floral designer Hitomi Gilliam. Ball guests sipped champagne and mingled amid Impressionistic floral sculptures and lily-filled reflective ponds, before being the first to enter the Gallery's highly anticipated exhibition, which includes artworks by such masters as Cézanne, Dalí, Degas, Gauguin, Manet, Matisse, Modigliani, Monet, Picasso, Renoir, Seurat and van Gogh.

"The Vancouver Art Gallery's *Monet to Dalí Ball* offered the perfect setting to unveil CHANEL's newest creations," said Anny Kazanjian, CHANEL's Executive Director, Public Relations and Fashion Promotion. "The event had a great deal of energy. It was a youthful, well-dressed, fashionable and attractive crowd. We were really thrilled"

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The CHANEL runway show took place at the Hotel Vancouver in a ballroom designed to replicate the setting for the Fall/Winter line's debut at the Grand Palais in Paris. Ball guests sat for a sumptuous dinner followed by a live auction of eleven luxury items, including two CHANEL watches, an exclusive Palm Desert golf package with transport on a private jet and a wine package that includes exclusive use of Mission Hill Family Estate's "by invitation only" guest house.

The *Monet to Dalí Ball* was presented by The Private Residences at Hotel Georgia with additional support given by Mercedes-Benz Canada Inc.

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