

D Gallea

+

**SALON
DE L'AUTO**

**VIRTUAL
AUCTION**

January to February 2021 | Montreal
Canada



A Seat With a View
Bill Lunshof Fine Art






Innovating to help... from a distance

Because of economic consequences of the pandemic, the **Montreal International Auto Show (SIAM)** took the difficult decision to cancel the virtual edition scheduled for January 20 to 24, 2021.

The cancellation of the special Fundraising Preview Event (**Avant-Première Bénéfice**) in its traditional form did not prevent the SIAM and the **Corporate dealer team from Montréal Automobiles (CCAM)** to roll up their sleeves to find new ways to support the health sector.

The funds that are usually raised are directed to six hospital foundations which usually raise large sums of money as part of the Fundraising Preview night.



	Neil Anton Dumas - Crépuscule Mise de départ: 788 \$	♥ 865	>
	ErwannK. - RETRO SERIE Mise de départ: 1,725 \$	♥ 866	>
	Linda Luttinger - Road Tripping Mise de départ: 641 \$	♥ 867	>
	Bill Lunshof - Best in Class Mise de départ: 4,504 \$	♥ 868	>
	Bill Lunshof - A Seat with a View Mise de départ: 967 \$	♥ 869	>

100% Virtual Auction

The SIAM partnered with **iA Dealer Services** and **Gallea** to offer a selection of works on automotive-related themes during a **100% virtual auction** that took place from January 23 to February 23, 2021.

The selection committee consisted of 9 people, including members of Gallea, SIAM and the foundations. A total of **10 artworks** were put up for auction.



Recruitment of artists

The call for applications was shared on Gallea's social networks and with its community of **4,000 artists**. In total, we received **78 submissions of artwork**.

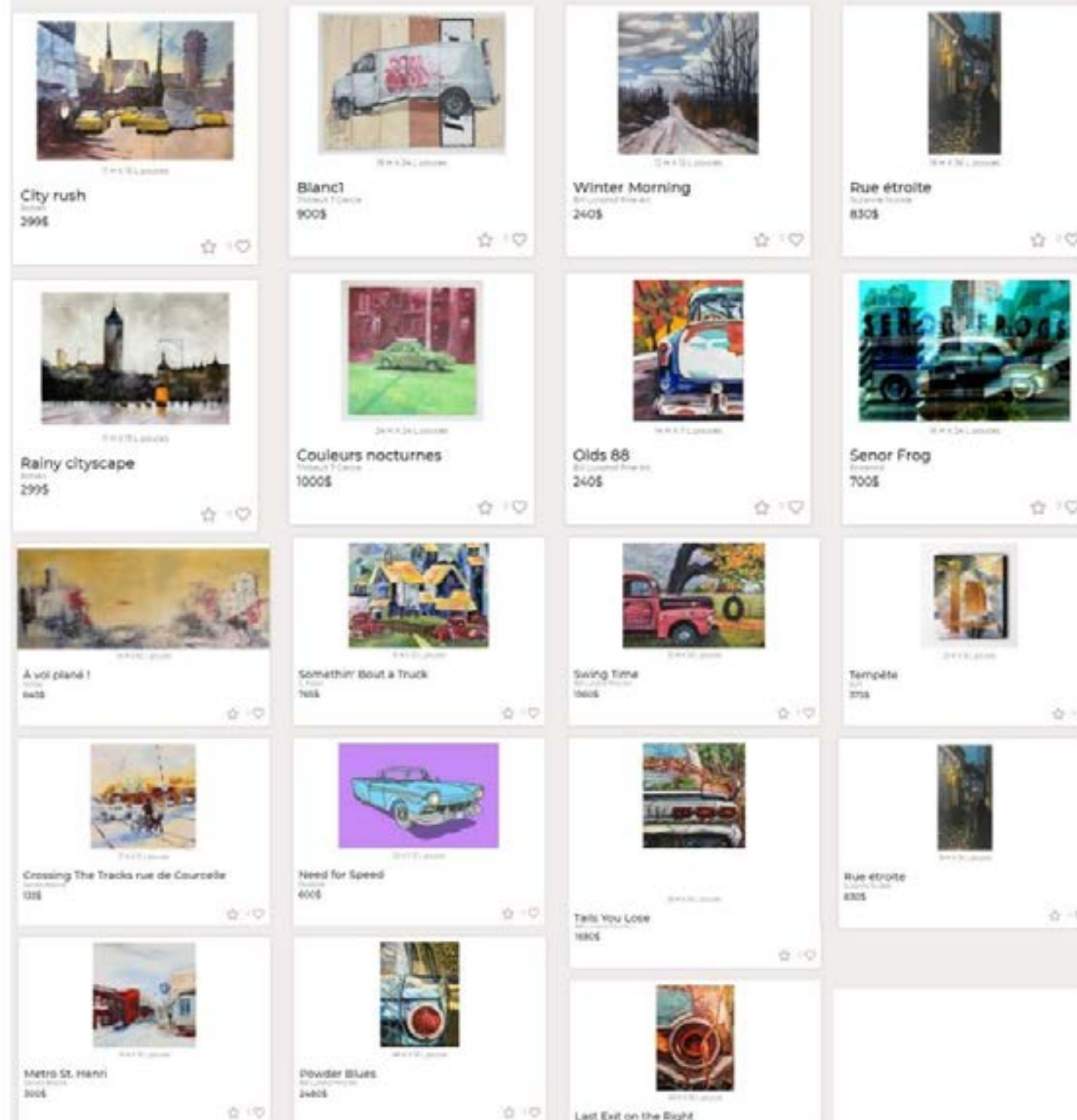
It was a **unique opportunity** for the selected artists to participate in an event that attracts nearly **200,000 visitors** a year.



Exposition



Galerie



Give art for a good cause!

Gallea has also created an online exhibition called Car Art on gallea.ca. Of the **78 submissions received**, 21 were chosen to form the exhibition.

Upon the acquisition of a work from this exhibition, the participating artists and Gallea donate at least 5% of the value to the beneficiary foundations: **Fondation Cité de la Santé, The Sacré-Cœur of Montreal Foundation, The Montreal Heart Institute Foundation, The Pierre-Boucher Hospital Foundation, The Montreal Geriatric Institute Foundation, The Santa Cabrini Hospital Foundation.**



Build your made to measure
partnership with

D Gallea

Our **creative team** combined with our **versatile platform** allows you to build innovative artistic and cultural projects that reflect **your values and brand identity**.



Do you have a project in mind?

Challenge us:

partnership@gallea.ca