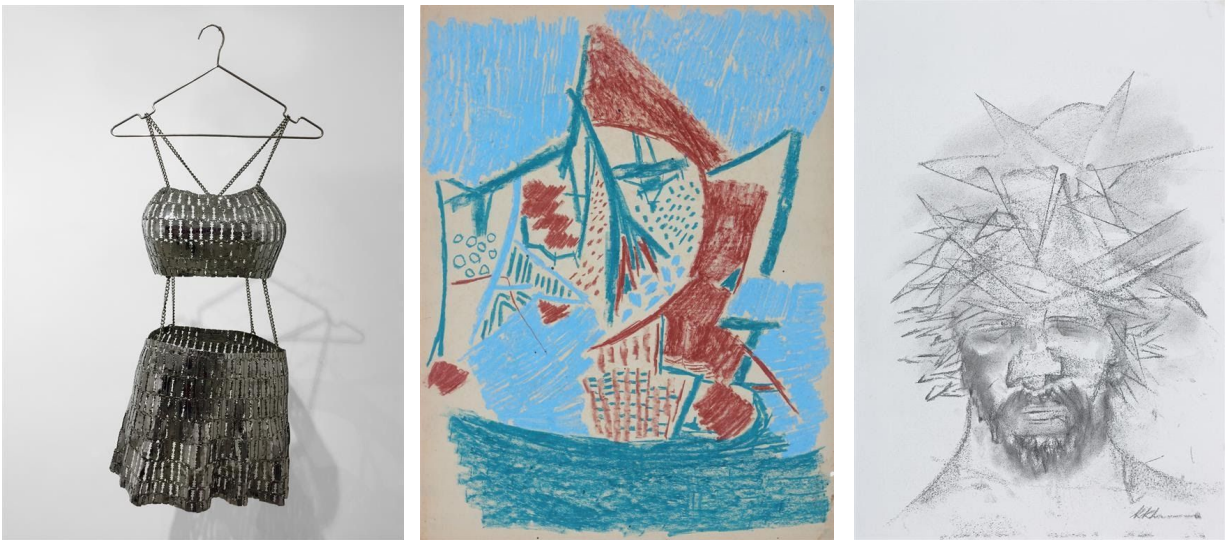


Saffronart Hosts Online Fundraiser Auction for COVID-19 Relief

Mumbai, 22 April 2020: Saffronart will conduct a **24-hour online No Reserve art auction** on its platform on **29 – 30 April 2020** to raise funds to contribute to COVID-19 relief efforts. The **52 works** of modern and contemporary South Asian art included in the auction have been generously donated by collectors, gallerists and artists to support the cause.

There will be **no Buyer's Premium**, and proceeds from the sale will be **donated to three non-profit grassroots organisations** – Goonj, Youth for Unity and Voluntary Action (YUVA) and Stree Mukti Sanghatana (SMS) – that have set up initiatives to support and rehabilitate the most vulnerable communities affected by the health crisis.



(L-R) Tayeba Begum Lipi, *A Swim Suit for You 1*, 2018, estimate: INR 7-9 lakhs; Ram Kumar, *Untitled*, 1991, estimate: INR 6-8 lakhs; Krishen Khanna, *Who Has Touched Me*, estimate: INR 6-8 lakhs.

The sale will be led by a 2018 installation titled *A Swim Suit for You 1* (Lot 48) by foremost Bangladeshi contemporary artist **Tayeba Begum Lipi**, estimated at INR 7 – 9 lakhs (USD 9,460 – 12,165). **Krishen Khanna's** charcoal work *Who Has Touched Me* (Lot 37) and an untitled painting by **Thota Vaikuntam** from 2019 (Lot 36) are estimated at INR 6 – 8 lakhs (USD 8,110 – 10,815) each. Other top artists featured in the auction include modern masters such as **Ram Kumar, F N Souza and M F Husain**, and leading contemporary artists including **Arpita Singh and Shilpa Gupta**.

Saffronart Co-founders Minal and Dinesh Vazirani said, *"This 24-hour, no-reserve online fundraiser auction has come together because of the generous donations and contributions of several artists, gallerists, collectors, and connoisseurs in the industry, proving that art has the power to drive positive change. As we do our bit to support organisations doing this important work, we hope to see the community rally for the cause and help those most affected by the crisis to rebuild their lives."*



Saffronart has previously conducted a Kerala Flood Relief Fundraiser Auction in August 2018 which raised an amount of INR 36 lakhs, and has partnered with the Kochi Biennale Foundation for auctions to support flood relief (2019) and raise funds for the Kochi Muziris Biennale (2015, 2017). In 2008, Saffronart held a charity auction in aid of victims of severe flooding in Eastern India, with proceeds donated to Goonj and Samajik Shaikshanik Vikas Kendra (SSVK).

The online auction will take place on saffronart.com on 29 – 30 April 2020. All lots can be viewed on the website.

20 YEARS OF SAFFRONART

Founded in 2000 by Minal and Dinesh Vazirani, Saffronart is a leading international auction house, and India's most reputed, with over two hundred auctions to its credit. Its flagship gallery is in Mumbai, with offices in New Delhi, London and New York. At the forefront of selling Indian art, Saffronart has held online and live auctions, exhibitions, and Dialogues in Art, working with collectors, gallerists and artists to develop a strong market for art and aesthetics. Its focus is to bring transparency to the auction process, and provide easy access and information to collectors around the world. Saffronart's services go beyond auctions to include private sales, appraisals and valuations for clients. Saffronart has set several global benchmarks for online auctions, and was the subject of a case study at Harvard Business School in 2005.

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ABOUT GOONJ

Goonj is a non-profit organisation working in the areas of disaster relief, humanitarian aid and development in India. Founded in 1999, it is headquartered in New Delhi with a presence in 23 states across the country. The Rahat COVID-19 initiative aims to provide immediate relief support to affected communities through ration kits, setting up community kitchens, and catering to urgent health and hygiene requirements.

ABOUT YOUTH FOR UNITY AND VOLUNTARY ACTION (YUVA)

Founded in Mumbai in 1984, Youth for Unity and Voluntary Action (YUVA) is a non-profit development organisation focussing on enabling vulnerable communities to access their rights through engaged

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discourses and sustained collective action. They are currently active in five states – Maharashtra, Madhya Pradesh, Odisha, Assam and New Delhi. YUVA's "Together We Can" initiative invites donations to aid COVID-19 emergency relief efforts through monthly ration kits, cooked meals for police officers, government hospital staff and stranded migrant workers in the Mumbai Metropolitan Region. YUVA also manages emergency relief in response to the 1098 distress helpline for children (Childline) in the region.

ABOUT STREE MUKTI SANGHATANA (SMS)

Stree Mukti Sanghatana (SMS) is a leading non-profit organisation working in the field of women's rights and empowerment for more than four decades. Established in 1975, they provide family counseling, day-care centres, self-help groups and training for waste pickers, and innovative communication on women's issues through an in-house publication and cultural events. Through their Parisar Vikas programme, SMS is supporting 3000 women waste pickers in the Mumbai Metropolitan Region by providing Personal Protective Equipment, essential item kits, and financial support to those who have been deprived of their source of income in the aftermath of the COVID-19 lockdown.