



## #amfAR gala2014

On September 20th took place the sixth annual amfAR Milano gala at the Museum of La Permanente, in Milan.

Heidi Klum, Rosario Dawson, Jeremy Piven, Coco Rocha and many more, joined the Italian fashion community in Milan last night to help raise funds for amfAR's innovative AIDS research programs. The sixth annual amfAR Milano, held at La Permanente in conjunction with Milan Fashion week, raised more than \$1.4 million for the Foundation.

Moncler Chairman and Creative Director Remo Ruffini was honored and the legendary

Grace Jones made a special live performance. The black-tie dinner and live auction was hosted with exceptional style and aplomb by longtime amfAR supporter, Heidi Klum.

*Vogue Italia* Editor-in-Chief Franca Sozzani, who was honored by amfAR at last year's gala, presented Ruffini with the Award of Courage in recognition of his outstanding personal commitment to the fight against AIDS, as well as his leadership in generating valuable corporate support of amfAR by the Moncler brand. Sozzani described Ruffini as a passionate and dedicated businessman who, "in spite of the dizzying heights to which he has risen, he has never lost sight of the importance of philanthropy." Ruffini accepted the award to a roaring round of applause. Grace Jones capped off the evening and brought guests to their feet with an electrifying performance

of *Ma Vie en Rose* and *Pull up to the Bumper*, followed by a hula-hooping rendition of *Slave to the Rhythm*. Highlights of the evening's live auction, which was led by event producer, Andy Boose, included: A one-of-a-kind piece by artist Damien Hirst was

the hottest item of the evening, selling for €250,000. The piece, titled *DL-Octopmaine* (2010), was donated to amfAR from Hirst's personal studio and is signed by the artist.

Hirst has donated a number of works to amfAR auctions, including *Gone but Not Forgotten* (2014), a work made especially for amfAR's Cinema Against Aids 21. The gilded

skeleton of a woolly mammoth in a monolithic steel and glass vitrine sold at the event this past May for €11 million – a record for an amfAR auction. The stunning Bar Refaeli

helped to auction off a piece by Robert Rauschenberg titled *Soviet/American Array III*

(1990). After starting the lot at €10,000, a bidding war ensued that resulted in the piece

selling for €110,000. Rauschenberg is a cherished friend and generous supporter of amfAR. He was awarded the Foundation's first Award of Excellence for Artistic Contributions to the Fight Against Aids in 2000. BVLGARI donated a beautiful yellow-gold watch that was auctioned off for the considerable sum of €22,000. The watch, from the iconic Bulgari-Bulgari line, was recently worn by

Matthew McConaughey at the 2014 Emmy Awards. Actor Gale Harold and Heidi Klum auctioned off the piece during the event. Its triumphant bidder took home the watch, as well as an autographed picture of McConaughey wearing the luxury timepiece.

The amfAR Milano after-party, presented by Vionnet and Le Baron, featured music by DJ Johnny Dynell, I'm Someone and The Shoes.

