

## MEDIA ALERT

### **UNAIDS 2016 gala to open Art Basel week, Switzerland, on 13 June**

*Hosted by Her Royal Highness Princess Eugenie of York, Caroline Rupert, Kweku Mandela and Ndaba Mandela, honoring Kofi Annan. Exclusive design auction led by Simon de Pury, special reading by Keanu Reeves and live performance by Duran Duran.*

**NEW YORK/GENEVA, 4 May 2016**—UNAIDS is pleased to announce that the 2016 UNAIDS gala will open during Art Basel week in Basel, Switzerland. The gala will raise crucial funds to support UNAIDS' work to increase access to HIV prevention and treatment services worldwide, particularly for women and children.

Cartier and Hotel InterContinental Geneva return as partners for this year's gala alongside our new partner Design Miami/, who extend their Vernissage exclusively to gala guests.

Cocktails commence at 19:30, dinner from 21:00, accompanied by an auction of exclusive design pieces led by Swiss art auctioneer Simon de Pury, and an after-party starts at 22:30.

#### **Underwriters**

Craig Robins, René Kamm

#### **Event Chairs**

Diane Ackerman, Alia Al-Senussi, Robbie Antonio, Criselda Breene, Vera Brezhneva, Barbara Bulletti Newman, Naomi Campbell, Becca Cason Thrash, Andrea Crane, Silvia Cubiñá, Alexandra Grant, Patricia Kamp, Samallie Kiyingi, Ekaterina Luki, JJ Martin, Jennifer McCrea, John Melick, Yossi Milo, Karline Moeller, Martina Mondadori, Mon Muellerschoen, Rodman Primack, Keanu Reeves, Thabo Sefolosa, Tatiana Silva, Franca Sozzani, Swoon, Jamie Tisch, Marlies Verhoeven Reijtenbagh

#### **Honorary Chairs**

Thorsten Albertz, Timea Bacsinszky, Victoria Beckham, Klaus Biesenbach, Peter and Stephanie Brant, Mr. Brainwash, James Chau, Eva Chow, Michael Chow, Francisco Costa, Wade Guyton, Lenny Kravitz, Doutzen Kroes, Jude Law, Vik Muniz, Behati Prinsloo, Nico & Vinz, Aishwarya Rai Bachchan, Aby Rosen, Ed Ruscha, Cindy Sherman, Patrick Stewart, Charlize Theron, Francesco Vezzoli, Naomi Watts

- WHEN:** 13 June 2016
- WHERE:** Halle 1.2, Messe Basel, Switzerland
- WHO:** **Her Royal Highness Princess Eugenie of York, Caroline Rupert, Kweku Mandela, Ndaba Mandela, Naomi Campbell, Duran Duran, Keanu Reeves, Franca Sozzani**
- AUCTION:** Curated and led by Simon De Pury, the exclusive Design Auction features work from some of the world's most important designers of the 20th and 21st Centuries. The who's who of the design world, including many of Design Miami's world renowned galleries and the designer's they represent, will be out in full force to support UNAIDS.
- TICKETS:** Tickets and tables are available at a variety of levels of support and may be purchased by visiting [www.unaids.org/unaidsbaselgala2016](http://www.unaids.org/unaidsbaselgala2016) or by contacting the gala producers Josh Wood Productions in the United States of America at +1 646 652 5814/ [UNAIDS@joshwoodproductions.com](mailto:UNAIDS@joshwoodproductions.com).
- THEME:** The evening will raise awareness and funds to further the work of UNAIDS to ensure that children everywhere are born free from HIV and that their mothers have access to life-saving antiretroviral medicines.
- FLOW:** Guests will enjoy a cocktail preview of the Design Miami/ exhibition followed by dinner. The dinner will be punctuated by a special reading of "Shadows" by Keanu Reeves, based on his collaboration with artist Alexandra Grant. The evening continues with the exclusive design auction and live performance by Duran Duran. Later in the evening, guests will dance the night away with a celebrity DJ and cocktails at the after-party.
- HISTORY:** In 2015, thanks to the support of United Nations Goodwill Ambassadors Her Serene Highness Princess Stephanie of Monaco, Victoria Beckham, David Luiz, Aishwarya Rai Bachan and Michael Ballack, with a special performance by musical guests Nico & Vinz and the support of Behati Prinsloo, Christian Louboutin and Alaïa, and with the generous contribution of Cartier and Etihad Airways, the UNAIDS gala, in partnership with the Hotel InterContinental Geneva, raised critical funds to support the work of UNAIDS to ensure an AIDS-free generation.

#### **Media contacts**

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## **UNAIDS**

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals. Learn more at [unaids.org](http://unaids.org) and connect with us on Facebook, Twitter, Instagram and YouTube.

## **Hotel InterContinental Geneva**

The hotel opened its doors in 1964 and was recently renovated by world famous designer Toni Chi. With unrivalled views; the Hotel InterContinental Geneva is classified among the 5-Star and luxury hotels of the world. The hotel lies at the heart of Geneva's diplomatic district with a three-minute walk from the United Nations and within a five-minute drive from the lake and luxury shopping. In 2013, Hotel InterContinental and UNAIDS entered into a public-private partnership inviting guests to "make history" and pledge for an AIDS-free generation. [www.geneva-intercontinental.com](http://www.geneva-intercontinental.com)

## **Design Miami**

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators and critics from around the world in celebration of design culture and commerce. Occurring alongside the Art Basel fairs in Miami, United States of America, each December and Basel, Switzerland, each June. Design Miami has become the premier venue for collecting, exhibiting, discussing and creating collectible design. For more information, please visit [www.designmiami.com](http://www.designmiami.com)

## **Cartier**

The Cartier Charitable Foundation was established in 2012 to catalyse the Maison Cartier's philanthropic commitment to improve the livelihoods of the most vulnerable. The foundation focuses on the most excluded and marginalized, in particular women and children living in the world's least developed regions. Its efforts seek to remove the barriers that prevent people from acting and thriving, enabling them to live a meaningful and fulfilling life in an inclusive, equitable and safe environment. The foundation currently supports 20 partners in 30 developing countries. For additional information, please visit [www.cartiercharitablefoundation.org/en](http://www.cartiercharitablefoundation.org/en)

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