

Press release

17 December. 16.00

Art of Foto Gallery

(Bolshaya Konushennaya, 4)

"Photos That Change Lives"

The auction for the benefit of the charity AdVita Fund («For Life»)

On Christmas Eve AdVita Fund, together with the Art of Foto Gallery organizes a charity auction, which will feature photos of famous Russian and foreign photographers whose works are exhibited in major museums and galleries around the world and are the pride of private collectors.

December 14, twenty-nine works will be displayed at the exhibition, which opens at the Art of Foto Gallery and will last 3 days.

On December 17, the photographs will be auctioned at **Christmas prices**, unique for the work of such level. Information about the auction will be published on the website www.photo.legko-legko.ru Remote participation and bids placement for those who cannot attend the auction in person are possible.

The curator of the exhibition and the auction is Sergey Maximishin.

The auctioneer is Yuri Molodkovets.

Once the photo was able to change the reality, whether it was the life of a private person or the fate of a whole nation. For a long time it was almost the only opportunity to become involved in the historical events, wherever they may occur, to feel the eyewitness. A point of view, emotions, evaluation of events depended on a photographer. Today, TV and the Internet have become such witness media, and professional photographers are moving more and more into the realm of pure art. But the art also changes the world!

Yuri Molodkovets, a photographer: "AdVita Fund together with the Art of Foto Gallery hold an unprecedented auction of leading Russian photographers. All money will go to help children and adults with oncohematologic diseases. Come to this event and bring your friends! This is important, the art will come to your home, and if together we can help at least one person, it is worth any effort. "

The participants:

The photos for the auction have been provided by Gunārs Binde, Misha Burlatsky, Oleg Videnin, Vladimir Vyatkin, Emil Gataullin, Mikhail Domozhilov, Artem Zhitenev Dmitry Zverev, Alexander Kitaev, Dmitry Conradt, Nadezhda Kuznetsova, Peter Lovygin, Vadim Levin, Sergey Maximishin, Yuri Molodkovets, Eugene Mokhorev, Igor Mukhin, Alex Myakishev, Alexander Nasonov, Margo Ovcharenko, Yuri Palmin, Alexander Petrosyan, George Pinkhassov, Valery Plotnikov, Tatiana Plotnikova, Dmitriy Provotorov, Igor Sakharov, Lyudmila Tabolina, Alexander Chernogrivov.

The lots:

The photographs from the '60s to the present day, performed in a variety of genres and styles are presented. Portrait, reportage, architectural photography, landscape, still life, street photography, a genre of advertising. Black-and-white and color photographs, film and digital. Different times, different spaces, different objects, different techniques, different philosophy - everyone will find the photo on the auction, which will be important for him or her. The photos submitted for the auction, combine two things: belonging to the high art and the mission to support the people who are now being treated for serious illness.

Objective:

To hold this auction is incredibly important for the wards of AdVita Fund. During the crisis, the amount of donations is falling, the rise of prices for medicine affects the most unprotected ones. The modern medicine can save many cancer patients, but effective medicine is often incredibly expensive, and for the patients and the doctors the most difficult thing is to understand that there is a way to save lives but there is no money for it. The photographers and the participants will have a chance to give people life. The raised money will be used to pay the most urgent bills for treatment. Each participant of the auction will receive the report about money spending. Also, the results will be published in the media and social networks.

About the Fund:

AdVita Fund ("For Life») www.advita.ru is the largest St. Petersburg's charitable foundation, which has been helping cancer patients who are treated in the clinics of St. Petersburg, as well as oncology departments of hospitals since 2002.

AdVita is the only fund in St. Petersburg, which supports all children's oncology department of the city, including three federal ones: they treat children from all over the country.

AdVita Fund is one of the few funds in Russia, which help adult cancer patients.

AdVita Fund systematically supports some of the largest cancer centers of Saint Petersburg, especially the Oncology, Hematology and Transplantation Clinics named after R.M.Gorbachev of St.Petersburg Medical University. This is the only clinic in Russia, where they make all kinds of bone marrow transplants for adults and children, and achieve results not worse than in the leading clinics of the world.

About the Gallery:

Art of Foto Gallery was founded in 2011. Its ideology is based on the preservation of the photographic heritage of Russia, aimed at maintaining the modern analogue photography and the development of its artistic and technical level. The gallery has its own collection of Russian photography from the middle of the XIX century to the present day, which includes the works of the best contemporary authors, as well as recognized photoclasics. Today in the gallery there are prints of famous photographers such as Valery Plotnikov, Boris Smelov, Lyudmila Tabolina, Valentin Samarin, Sergey Leontiev, Robert Doisneau, John R. Pepper, Alexander Kitaev, Emil Gataullin, and many others.

On the participants of the auction:

The charity auction "Photos That Change Lives" is an initiative of Sergey Maximishin and it is held under his curatorship. The works were provided by:

Gunārs Binde, an artist photographer, a classic of Latvian and Soviet photography. He is the author of more than 30 solo exhibitions in Europe, CIS and Russia.

Burlatsky Misha, a photographer-artist, a master of ambrotype. Solo exhibitions of ambrotypes and tintype in galleries of Moscow and St. Petersburg.

Videnin Oleg, a photographer. His main focus is on the portrait genre, mainly black and white.

Vladimir Vyatkin, a photo correspondent of RIA "Novosti", the winner of the most prestigious photojournalism prize, The Golden Eye and a three-time gold medalist of World Press Photo

Emil Gataullin, a photographer, a winner of the Grand Prix of the international award«The Alfred Fried Photography Award» (Austria), the Grand Prix of "The Best Photo of the Year" and other prestigious photography awards.He is a member of group exhibitions in Russia and Europe

Michael Domozhilov, a photojournalist, a documentary and portrait photographer, the winner and finalist of professional competitions NPPA, Grand Award HPA (UNESCO), Sony WPA, etc. He is a member of group exhibitions in Russia, the CIS, Europe, Canada and Asia.

Zhitenev Artem, a street photographer, a member of the International Association of Journalists and the international community of street photographers VIVO. He is a two-time winner of "The best of Russia" (2011, 2012), the winner of the "The Best Photographer", "Civil Protest" Russian Press Photo. A member of group exhibitions in Russia, Belarus, Poland, England, the USA, Germany.

Dmitry Zverev, a street photographer, a master of architectural photography. He is the winner of the contest "Silver Camera" - 2006, 2007, 2008, the winner of the contest «Bestphotographer» - 2010.

Alexander Kitaev, a photographer, a historian of photography, a curator and the author of some monographs. He is the author of 35 solo and a participant of over 70 group exhibitions in Russia, the CIS and Europe.

Dmitry Conradt, a photographer and an artist. He is the author of more than 25 solo exhibitions, a participant of collective exhibitions in Russia, the CIS and Europe. His works are in private collections in Russia, France, Italy, Switzerland, Finland, the UK, the USA.

Nadezhda Kuznetsova, a photographer, a graphic artist, the curator of art projects, a teacher. She is the author of more than 20 solo exhibitions and more than 30 of the collective ones. Her works are in private collections in Russia, Germany, France and Italy.

Peter Lovygin, a photographer. He is a member of the Moscow Photo Biennale-2008, 2009, 2010, 2011, the author of «Costarica-soul», «Planet Lovigin», «Indian Summer», he has participated in over 20 collective exhibitions.

Vadim Levin, a photographer. He mostly photographs modern human habitat: the nature and the metropolis. He prefers to work with cameras Leica, Chamonix, Arca Swiss and Linhof.

Sergey Maximishin, one of the leading Russian photojournalists, a teacher. He is a repeated winner of prestigious competitions «WorldPressPhoto» Russian and Press Photo.

Yuri Molodkovets, an artist-photographer of the State Hermitage, the author of the photos to more than 200 catalogs and albums on the history and architecture of St. Petersburg, the author of photo projects and exhibitions

Eugene Mokhorev, a photographer. His works are in the collections of the Russian Museum, Moscow House of Photography, the Art Museum of Brooklyn, and others. He participated in more than 40 exhibitions in Russia, CIS and Europe.

Igor Mukhin, an extremely popular Soviet and Russian photographer. His portrait and reportage works are included in the permanent collections of leading world museums.

Myakishev Alex, a documentary photographer. He is the author of several successful documentary cycles on provincial Russia. He works with Russian and foreign publishing houses, including "Russian Newsweek», «Kommersant», «Helsingin Sanomat», «APU», «Talouselama» (Finland) and others.

Alexander Nasonov, one of the most successful advertising and commercial photographers of St. Petersburg. He is a participant and winner of international advertising festivals and exhibitions. The president of the Guild of advertising photographers of St. Petersburg.

Margo Ovcharenko, one of the youngest stars of Russian photography. She is the author of solo exhibitions in Paris, Copenhagen, Moscow, St. Petersburg. Her works are in private collections in Europe and North America, in museums, including the Musée de l'Elysée, MAMM, Winterthur Museum and others.

Yuri Palmin, one of the leading architectural photographers, a teacher of the British Higher School of Design. He works with the popular and professional publishing houses, including Vogue, AD Magazine, World Architecture, Domus.

Aleksandr Petrosyan, one of the best contemporary photographers working in the genre of reportage and street photography. He works with various publishing houses, including «Newsweek», «National Geographic», «GEO», «Russian Reporter», "Ogonyok", "Money", "Power" and others.

George Pinkhassov, a photographer, the winner of international awards. He is the only Russian representative of the legendary agency Magnum Photos.

Valery Plotnikov, an extremely popular Soviet and Russian photographer. He is famous for his portraits of the stars of the Soviet and Russian cinema.

Tatiana Plotnikova, a freelance photographer. She works in the genre of reportage photography. She is the most demanded photographer of the magazine "Russian Reporter". She works with Russian and foreign publishing houses.

Dmitry Provorotov, a photographer who works with black-and-white images; toning, experimental hand print. He is the author of 17 solo exhibitions, a member of dozens of collective exhibitions.

Igor Sakharov, one of the best Russian advertising photographers, the founder of the School of Advertising Photography, a repeated winner of international competitions. He is the first of Russian photographers who received the title of Qualified European photographer (QEP) in the field of advertising.

Lyudmila Tabolina, a classic of Russian photography. She is the author of more than 40 solo exhibitions, a participant of over 100 group projects. Her works are in the Russian Museum, Yaroslavl Art Museum, Moscow House of Photography, Pushkin Museum and others, as well as in private collections in Russia, Europe and the United States.

Alexander Chernogrivov, a master of art photography. He is the author of more than 20 solo exhibitions and a participant of over 30 group projects. His works are in the Russian Museum, in private collections in Russia, Switzerland, Italy, France, USA, Israel.

More information about the participants of the auction items and a full catalog will be published on 25 November, following the transfer of work on www.photo.legko-legko.ru . *All the photographers and auction partners participate in the auction for free.*

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the coordinator of the charity auction

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