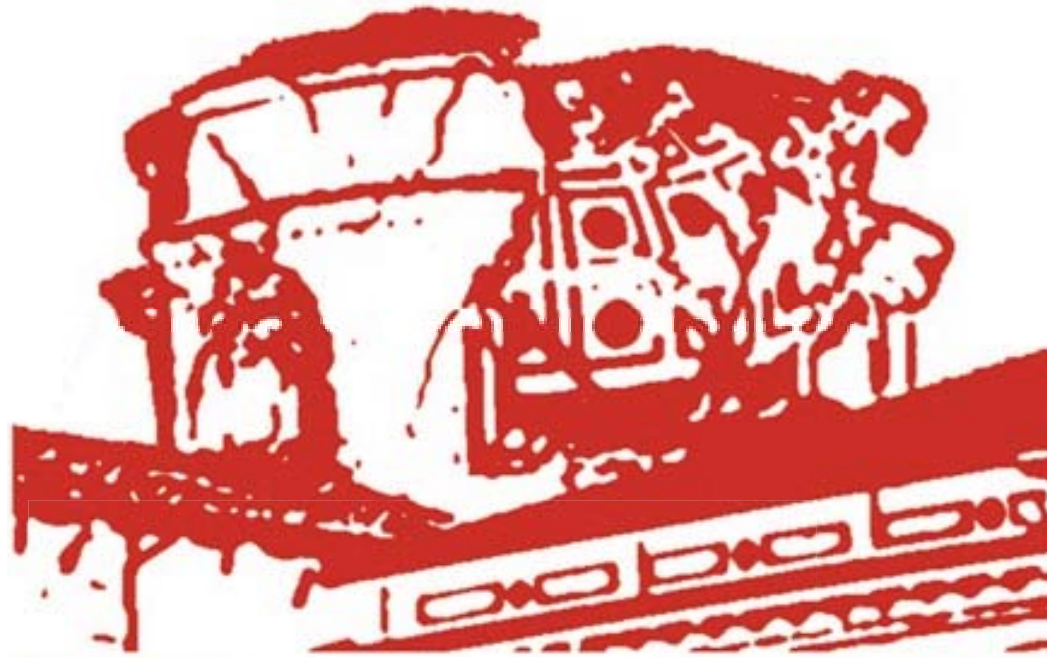


# CA for L'Aquila Earthquake Fund

AUG 2009

A NON-PROFIT  
ORGANIZATION



## SAVE L'AQUILA PROJECT

# WEBSITE LAUNCHES!

[WWW.SAVELAQUILA.ORG](http://WWW.SAVELAQUILA.ORG) IS NOW ONLINE



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SAVE L'AQUILA PROJECT

At last, the CA for L'Aquila Fund is officially connected to cyberspace! As of August 1, the official Save L'Aquila Project website is available for public viewing. The site offers an online gallery that allows viewers to preview and purchase the

photographs to be featured in our gallery exhibit. Photos can be browsed by category, popularity, or recent additions.

Additionally, there are instant news updates, information about our sponsors, and material detailing ways to get involved

with the organization and the exhibit. There will be more to come.

Thanks largely goes out to the great work done by our friends at Santinet Web and Graphic Studio who generously agreed to design and sponsor our space!

**Vision: to be the catalyst for returning normal life to the people of L'Aquila, Italy - specifically the children.**

2009

**MISSION:** California For L'Aquila's mission is to raise resources through a multi-city photographic exhibit of the L'Aquila Earthquake and its aftermath, in addition to its online gallery.

**OUR APPROACH:** Not an art exhibition in the conventional sense, it is partly testimonial, partly an avenue to contribute, and partly the creation of a new bond between California and L'Aquila, both prone to devastating Earthquakes.

**THE EXHIBIT:** The first exhibit will take place in Los Angeles during the week of October 3-10 2009 - to be followed by other U.S. Cities, Rome, Milan, and L'Aquila.

## NEWS & UPDATES

### 1. OBAMA & THE G-8 VISIT

#### L'AQUILA

On July 9, the group of the world's eight most powerful democracies met in L'Aquila, Italy for their 35<sup>th</sup> annual gathering. Leaders of more than 40 countries discussed the world economic crisis while simultaneously raising global awareness about the tragedy of the earthquake.

### 2. CA FOR L'AQUILA PARTNERS WITH SAVE THE CHILDREN

The Italian Ministry of Education estimated that there are some 55,000 children in the affected area who are displaced and unable to attend school. Proceeds from our October fundraiser will go towards Save the Children, an independent non-profit working to ensure the safety and well-being of children internationally. Save the Children's efforts in response to the earthquake have included the setup of Child Friendly Spaces at relief camps in Bazzano, Aquasanta, Italtel, and Paganica which offer psychological support for children and their guardians as well as structured activities to keep kids active and engaged until all 412 schools are repaired and reopened.

### 3. LOCAL L'AQUILA PHOTOGRAPHER JOINS THE TEAM

Roberto Grillo, a professional photographer born and currently living in L'Aquila recently agreed to donate his work to our exhibit. His photos have been shown in galleries world-wide, and the pictures he took of the earthquake before, during, and after will prove to be an invaluable addition to the Save L'Aquila Project.



## Making the Most of a Classic

of their priceless vehicles. In June 2009, The Shop won two 1st place prizes at the Los Angeles Concours D'elegance, where the most pristine and rare cars compete in front of judges. Save L'Aquila Project is privileged to have The Shop sponsor our little Fiat 500L - we look forward to a gorgeous make-over, John. Stay posted for future updates, pictures, and video of the Fiat's adventures!

L'AQUILA: An example of a photo to be shown and available for purchase at the Jeanie Madsen Gallery October 3- 10, 2009



## Gallery space and dates for October show finalized

The Save L'Aquila Project will officially take place from October 3 - 10, 2009 at the beautiful Jeanie Madsen Gallery. This newly opened space on the bluffs of Santa Monica overlooking the Pacific - and generously donated by Ms. Madsen - will house the photography exhibit curated by Lisa Melandri, who is Deputy Director for Exhibitions and Programs for the Santa Monica Museum of Art. The large gallery will showcase all of the images selected for view and purchase as well as daily events related to L'Aquila and California's common earthquake connection.

Plans for the the week tentatively include presentations from local geology experts, architects, artists and designers who have worked on similar-themed projects, and contributing photographers. Our goal is to create an informative and multi-dimensional project which will raise awareness not only for L'Aquila, but for residents of California as well. Photos will be picked upon the basis of their integrity, their impact, and the stories they tell about the city of L'Aquila and its inhabitants before and after the devastation of the April 6 earthquake. Donations already have been submitted by award winning and amateur photographers, agencies, and newspapers including Propekt Photographers, Roberto Grillo, Alessandro Grassani, Mauro del Pinto, Fabrilio Santella, Federico Deidda,, Simone Casetta, and Francesco Tinari. The Save L'Aquila Project was inspired by the *Here is New York* exhibit which created a collaborative display of the world's images and responses to 9/11.

### PHOTO SUBMISSIONS STILL OPEN!

We want as many perspectives as quality will permit, so please contact us if you or someone you know has photographs to contribute about the Abruzzo earthquake.

We'd love your help, input, questions, or comments.

<http://www.savelaquila.org>

California For L'Aquila Earthquake Foundation

264 S. La Cienega Blvd. #383

Beverly Hills, CA 90211

Dany Bohbot: [dany@savelaquila.org](mailto:dany@savelaquila.org)

Monica Dusi: [monica@savelaquila.org](mailto:monica@savelaquila.org)

Claudia Della Mora: [claudia@savelaquila.org](mailto:claudia@savelaquila.org)

Friend us on Facebook!

or Myspace: [www.myspace.com/californiaforlaquila](http://www.myspace.com/californiaforlaquila)

Contact Us