

PAINTINGS SPONSORED BY ARTISTS FOR CHARITIES

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**ELYAHOU LALLOUZ LAUNCHES ARTISTS FOR CHARITIES
DONATES 18K FOR RAFFLE**

These days it's quite the challenge to be granted an interview with Elyahou Lallouz. The 'Ambassador of Humanity' seems to be swimming in a sea of paints with no time for play. "There aren't enough hours in the day," says Lallouz. In fact this artist who is acclaimed for his spectacular works which are flatteringly identified somewhere between celebrated masters Picasso and Matisse will be donating three original works of art for raffle to benefit the Homeless Coalition of South Florida. "The pieces I have selected are geared toward awareness of this abasing level of society. You've got people that have fallen off the ride, and I mean men and women who have lost their home, job, family and most of all, self respect. How can such a thing happen -- well it does and unfortunately it's very hard for these people to get back on track. I'm not saying that all people who find themselves in a homeless situation are educated or former pillars of society. But I do have to commend Sean Cononie, COSAC's founder for his formidable devotion to bringing aid to these lost individuals. It's unfathomable to see what he deals with on a daily basis."



'Mother Teresa'
After Hussein

The three 'Signature Lallouz' originals will be donated by Artists for Charities. Its inception, brought to life by Lallouz along with his wife and philanthropic partner, Rhonda, is a nonprofit organization with a mission of keeping art alive while supporting both artists and charitable organizations.

"It caters to artists of all mediums and is a centralized hub which gears toward representing stable and non stable artists in establishing a recognized value of their works, all the while educating the public and nonprofit charities into comprehending the abundance of unmanaged talent which exists.

Elyahou is continually donating his works to charitable organizations to help raise funds for their cause. At times, it can be somewhat overwhelming due to the fact that he only has two hands. Artists for Charities is an organization which collaborates with all charities and furnishes them with the tools needed to fund raise. It also serves as a model to organizations on how an artist should be treated with respect. Elyahou and I have experienced both ends of the spectrum. While some charities are very pleasant, there are others who clearly are in it for personal gain; huge tax write-offs and limo rides. Experiences like those have only enlightened us to use extreme caution in our benevolence. It's wonderful how some organizations will have a letter of thanks in the mail the following week, yet perturbing how others haven't been taught the primary skill. The focal point here, is that people love art and it is considered a luxury investment which is greatly in demand. There's nothing like acquiring

a painting at a charity benefit," shares Rhonda Lallouz, matriarch to Elyahou's tribe of four children.

Also a participant of Artists for Charities is the couple's twelve year old daughter, Chanel Emmanuelle who is following in her parents footsteps as a 'Tween Philanthropist'.

The new kid on the block, Artists for Charities, is gaining the support and respect of many affluent figures and has the making of a strong hold, given a little time and recognition.

Elyahou Lallouz recently participated at a seminar catering to the growing number of people who have taken up learning about healing through colors. Although Lallouz studied the arts, he professes that his talents are natural, somewhat innate. "Art is my oasis. I share that 'flawless diamond' with people who can feel the colors. I have refused to sell my art to individuals who are buying to match the color scheme of a room. A painting is something that you must choose carefully. It has to talk to you, stir you, move you inside, after all you'll be looking at it everyday for the rest of your life. My works are a major



'Indigence'
After Picasso

investment, so I would insist that a purchaser is in love with my art. It's a small price to pay."

Lallouz also shared his views about Art Therapy.

"Art is something that my children were fortunate enough to grow up with, meaning that they could wake up everyday and see original, not posters or serigraphs, but true original, vividly colored dimensional

works of art. That is a form of Art Therapy. Sometimes I take the kids to the beach and we build sandcastles--that's Art Therapy. My name 'Lallouz' means 'the light' in Spanish and that's what I bring to my life and work, 'la luz'.

"I have the utmost respect for all artists, however there is one thing that I find a bit distressing. It is my observation that your average person has lost their way in what true original art has to offer. I feel that the acquisition of an original painting is extremely important to the survival of art. While an artist is alive and producing, his works should be original. After his death, there is no other alternative but to reproduce his works in the form of posters or serigraphs. People have to think about where they are spending their hard earned dollars. Imagine for a moment that you had the chance to buy or even barter for one of Picasso's paintings or any master for that matter. There are so many artists of today who will bring financial gain through their works, something that perhaps the Antiques Roadshow can one day deem a worthy ancestral investment, unlike consumer rivals in support of vendors who set up shop at the Hilton over the course of a weekend, selling assembly line Chinese Renoir reproductions for \$19.99, frame included. Do people really think that you're going to believe that they own the original -- I think not! Just think about their great grandchildren and how they will reap the profits of those masterful reproductions at a yard sale," Lallouz facetiously remarks.

To some, Lallouz permeates a haughtiness that is almost confrontational, but this master remains the "People's Choice" artist. His works are in private collections worldwide, dignifiedly gracing the walls of former President Bill Clinton to a nook of billionaire developer Donald Trump's palatial midtown duplex he calls home.



'Papa'

Lallouz acknowledges his non partisan stance and happily boasts former President George Bush, Sr. to his roster and work in progress for President George W.

"I don't allow politics to dominate my art. I have both Republicans and Democrats who are dear friends of mine and I am the first to say that I have supported both. While I am considered a conduit to raising funds, I am certainly not the reason a candidate will prevail. That can only be attributed to the art of politics. I am not putting myself in the middle of that one," Lallouz laughs.

Elyahou Lallouz continues his perpetual philanthropy. More than eighteen thousand dollars in original paintings will be available for raffle through the South Florida Coalition for the Homeless.

"Think about what a few dollars today could bring to your family lineage tomorrow. Honestly speaking, we've all spent more at a restaurant for dinner than what a book of raffles would cost. I'm not so sure that you'll be able to use the hindsight excuse on this one," Lallouz says.

For more information about Elyahou Lallouz, please visit:

www.GalleriaLallouz.com