



By Doc Lawrence

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ELYAHOU LALLOUZ -- ARTIST AND PHILANTHROPIST

I met Elyahou and Rhonda Lallouz several week's ago at the monthly meeting of the Miami International Press Club. The topic that day was "The Crisis in Arts In Florida," which featured a distinguished panel of stage directors, curators and public officials. What I remember most from this scintillating program was my conversation with this very attractive couple. I learned that fine art had usefulness beyond the adornment of museum or gallery walls, or even the walls of my home. "Art is noble and universal. All things good are possible through art," Elyahou, who was born in Casablanca to a French noble family and who is the grandson of a French Ambassador Extraordinary, told me and other guests at the table.

An accomplished artist whose works immediately summon expressions of admiration, Lallouz, along with his wife and venture partner Rhonda, tells one and all that the source of his gratification is and always will be philanthropy. Essentially, his paintings are made available to charitable foundations for fund raising purposes, a cause he has committed to by pledging art valued over \$100,000 just in the past year. Each original painting resonates with brilliant colors and is notable for exquisite detail. I genuinely believe that if you showed several different paintings by Elyahou to a group and asked them to describe what came to mind, the answer would be somewhere between Picasso and Matisse. They are warm, often refreshingly whimsical and reflect the great soul of an accomplished artist.

Currently, Elyahou is supporting a growing list of charities including A Child is Missing, the Aids Project, Breast Cancer Awareness, the Homeless Coalition, the Lupus Foundation, the Mental Health Association and the Andy Roddick Foundation. Among the public figures who have been presented with his paintings are former president Bill Clinton, Miami Dolphins star Ricky Williams and Academy Award-winning musician and composer Isaac Hayes. Works in progress are destined to be received by CBS Late Show host David Letterman, President Bush and U.S. Senator John Kerry.

Elyahou, who is no partisan, is focused on using his artistic talent for the betterment of worthy institutions committed to healing human suffering while introducing to the world other aspiring and talented artists. Essentially, Elyahou envisions extending an already formed group of like-minded artists and altruistic citizens, corporate and private, into working, goal-oriented projects ranging from feature films and mainstream books to Broadway-bound plays and musicals, including major art exhibitions. The details will soon be available on Elyahou's website which promises to be loaded with opportunity and useful information with a solid foundation of illumination and cultural inclusiveness.

A conversation with Rhonda and Elyahou Lallouz is a pleasant experience. Gentle people with elevated ambitions are nice to be around. With them, you discover early on that their philanthropy is always at the forefront; the first rather than the last subject they prefer as dialogue. Artistic expression, they believe, is the most effective vehicle to diminish loss and pain among humankind. Through this, Elyahou explains, "I hope to emancipate all minds of prejudice."

Rhonda and Elyahou Lallouz make Broward and South Florida a better place. Their efforts extend far beyond their community, however, and they are determined to take what they are doing so well to a broad national audience.

I have no doubt they will succeed.



Fort Lauderdale residents Rhonda and Elyahou Lallouz form the perfect wife and husband team for their business and home. Rhonda, who is also an artist and poet, is at the forefront of promoting their mission of combining Elyahou's artistic creations into philanthropy.

Doc Lawrence, a Lauderdale-By-The-Sea resident, brings his skill and reputation as an established writer, editor, producer and photographer to this publication. With a focus on wine, food, the arts and lifestyles, our readers will be informed and entertained. Doc is an officer in the Public Relations Society of America Food and Beverage Section, a member of the Florida Press Association, founder and editor of DOCSNEWS.com and is active in cultural affairs throughout South Florida. He is currently writing a musical play and serves as CEO of Lehmann Desloge Media, Inc.