



by Ron Levitt
Contributing Writer

Lallouz:

An Artist Who Coexists with Philanthropy

Elyahou Lallouz is a unique artist. It isn't just his style, which is certainly identifiable once you have seen his works, known as "Signature Lallouz" for a reason. It isn't just his use of enrapturing pigments of brilliant hues which identify his cubist, expressionist pop art. Nor is it the fact that names of his subjects are either well known or that the subject classification is effortlessly self-descriptive. If his painting is called "The Musician Isaac Hayes," you realize that within that "abstract on canvas" is a subject whose quality is distinctive; or if his painting is called "The Politician" or "The Candidate," you may find some distinguishable characteristic—good or bad—which becomes apparent to your mind and eyes.

Any of the above descriptions would be reason enough to call Lallouz "unique." But, what comes forth when speaking with this artist is his sincerity in contributing his works of arts to worthwhile charities. True, he also may get personal recognition as he reaches a much wider audience than if he had shown his works in a single gallery. But the humanity Lallouz epitomizes makes one realize he is sincere in presenting his works to help non-profit and charitable institutions. His recognition seems to come as a by-product of that charitable giving. That is why you may go to a charity event such as the AIDS Project, Breast Cancer Awareness, the Lupus Foundation or or even a political fundraiser and find a raffle or door prize of a Lallouz painting center stage. Lallouz seems to find his continual philanthropic connections a source of extreme gratification. In recent years, his bestowal of art has generated thousands of dollars in money going to charity.

Elyahou Lallouz has only been in South Florida a few years, arriving here from New York with his wife **Rhonda** and their four children. He explains his children—now aged 8 to 14—selected Fort Lauderdale because it was a safe haven, after 9-11. Of Jewish ancestry, he was born in Casablanca to a noble family. His grandfather was a French Ambassador. However, the family moved to North America when he was three, and he was educated at McGill University in Theatre, Cinema and the Arts.

His children seem to be following in his footsteps. All have an artist flair. His daughter, 12-year-old **Chanel Emmanuelle**, has sold her works.

Lallouz believes that writers, actors, artists of all disciplines should be working together for the common good. He is organizing a talented group into a coalition for projects to include films, publishing, on stage productions and art exhibitions. This group would help each other to gain personal recognition while encouraging new talent, as well. He is also developing a web page — www.Gallerialallouz.com— so that his work is more accessible to the public. His sales are in private collections worldwide.

We shall be hearing a lot more about Elyahou Lallouz. In the meantime, don't be surprised when you buy a raffle ticket at a charity event, and end up with a Lallouz. You should be so lucky!

Ron Levitt, an entertainment/travel writer, served as Assistant Secretary of State, overseeing cultural affairs. The former United Press Correspondent is President of the South Florida International Press Club. Reach this column at ron@levittgroup.com.



Elyahou Lallouz



"The Candidate"