

TRIBUTE 21

BON ANNIVERSAIRE

50TH ANNIVERSARY OF THE UNITED NATIONS

SHOWCASES TRIBUTE 21 ARTWORKS JULY 3 - OCTOBER 26

60 artists from around the world were invited to participate in a prestigious exhibition of contemporary art called "Dialogues of Peace," at the Palais des Nations in Geneva this summer, commemorating the 50th anniversary of the United Nations. Robert Rauschenberg was given a special place in this exhibition with Tribute 21.

Therese Gastaut, spokeswoman for the Secretary General in Geneva, welcomed the "tremendous privilege" of Rauschenberg's participation because of his "long-standing commitment to the activities of the United Nations," the high esteem in which he is held, and the humanitarian ideals that they share. Rauschenberg's history with the UN includes the creation of a poster for their Conference on Environment and Development, to raise funds for Earth Summit '92 in Rio de Janeiro.

This exhibition, meant to "contribute and enrich the discourse on the human condition" gives well-known international artists, as well

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MISSION STATEMENT

Tribute 21 is a program conceived by Felissimo and developed by Robert Rauschenberg, to support nonprofit activities in 21 key areas critical to the 21st century:

Peace • Music • Cinema • Children Health • Technology • Dance Architecture • Fashion • Nature Labor • Education • Environment Space • Communication • Literature Human Rights • Ethnic Culture • Art Theatre • Sports

Understanding that nonprofit activities cannot flourish in these areas without an ongoing source of funding, Tribute 21 aims to become the self-supporting, income-generating vehicle necessary to achieve this goal, and in the process, demonstrate the symbiotic nature of nonprofit and for-profit programs coming together. Felissimo and the Tribute 21 office intend to use all their knowledge and resources to provide tangible means for a better future. ■

THE BUCKMINSTER FULLER INSTITUTE HOSTS TRIBUTE 21

"...you are fulfilling your role in the universe if you apply yourself to converting your experience to the highest advantage of others."

-R. Buckminster Fuller

The Tribute 21 project continues to bring individuals with common ideals together in creative and effective ways. The Buckminster Fuller Institute will exhibit the 22 Rauschenberg works in conjunction with the Institute's official public opening of their new facilities in Santa Barbara, California on May 6, 1995. The works will be exhibited through June 4 of this year.

The exhibit will launch a series of weekend seminars to run through the exhibition and throughout the year exploring interests shared by the Buckminster Fuller Institute and the Tribute 21 project - peace,

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UNITED NATIONS EXHIBIT *(continued from page 1)*

as emerging young artists, the opportunity to show their commitment to the ideals of the United Nations -- peace, tolerance, and the virtues of difference. The Tribute 21 artworks seem the perfect complement to communicate the spirit of this affair.

A variety of cultural perspectives will be represented in the UN50 exhibition. Artists were chosen on the basis of content, rather than "hipness" or form alone. Their ability to provide a "dialogue" with the public, evidence of a sincere quest of the meaning and purpose of existence, and a strong cultural identity were all factors in choosing works for "Dialogues of Peace." The inclusion of the Tribute 21 artworks in this exhibition underscores their tremendous potential social impact.

The anniversary celebration coincides with the opening of the Economic and Social Council session allowing the Secretary-General of the UN, Mr. Boutros Boutros Ghali, to participate in the inauguration of the exhibition on July 3.

The Tribute 21 artworks will be exhibited in the main hall of the United Nations headquarters, Palace des Nations. This is the first space encountered by the 50,000 visitors expected to pass through the corridors over a three-month period. What better place than in the buildings and gardens of the United Nations, for creative people to serve their respective communities, for an exchange between art and the public, as the UN celebrates its history and creates its future?



Aerial view of the Palais des Nations.

This prestigious event is certain to give the Tribute 21 project a place for its eloquent voice to be heard. "Now it's up to the artists to wage peace." - Robert Rauschenberg

Once again, Tribute 21 would like to thank Mr. Theodore W. Kheel, lawyer, labor mediator, and president of the Earth Pledge Foundation, for his role in making this all possible. ■

TRIBUTE 21 TRAVELING EXHIBITION SCHEDULE 1995

Tribute 21 is an evolving project aimed at having the artworks and the spirit behind them experienced by as many people of diverse backgrounds and interests as possible. In addition to museums, we're pursuing other venues where these works might have a strong social impact and we are making several sets available for traveling exhibitions. We welcome any suggestions. Our current success in this pursuit (thanks to you) is demonstrated in the exhibition schedule that follows.

May 6 - June 4

Buckminster Fuller Institute
Santa Barbara
2040 Alameda Padre Serra
Santa Barbara, CA 93103

June 22 - July 31

Intercambios Culturales
El Salvador

September - October

Albert Schweitzer Institute
Connecticut
515 Sherman Avenue
Hamden, CT

BUCKMINSTER FULLER

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children, education, communication, technology, and architecture (shelter).



Other activities, performances and events are planned, multiple receptions catering to different groups, and displays from the Fuller Archives. *Full information about the opening will be sent to all the Tribute 21 honorees and recipient organizations before the Institute finalizes its schedule, should they wish to participate in any way.* In addition, t-shirts and posters bearing the powerful "architecture" artwork will be produced and sold with proceeds going to the Institute.

The Buckminster Fuller Institute is a nonprofit organization founded in 1983 to ensure that Fuller's extraordinary contributions continue to serve as a resource for individuals charting humanity's "critical path" ahead.

The natural partnering of Tribute 21 and the Buckminster Fuller Institute in celebrating the Institute's new site opening is yet

another example of meaningful collaboration toward a positive future. ■

Photo Below: The Buckminster Fuller Institute celebrates its new 3,000 square foot public facility located in the Riviera Research and Communications Park located in the foothills of Santa Barbara.

WHAT'S UP WITH THE HONOREES?

Rachel Rosenthal will be performing in San Francisco April 8 at the Yerba Buena Center, doing a piece on Feminism/Activism and Art. For more information call SF Camerawork (415) 621-1001.



The National Dance Institute under the direction of **Jacques d'Amboise** will be giving a benefit performance "Something Extraordinary", a joyous and offbeat celebration of theatre dance. April 18: 7:00pm, Hunter College. Sylvia and Danny Kaye Playhouse, New York (212) 226-0083.



The John Cage Trust was successful in placing an extensive collection of the late composer's manuscripts to the New York Library for the performing arts. The Cage Trust is also active in the design of an innovative CD product suggested by Cage's late "number" pieces. Partnership is sought with an international recording concern active in the development of read-write laser optical technology. Interested parties should call Laura Kuhn. (212) 807-0646.



Toni Morrison will be giving a lecture in San Francisco on April 14th at the Masonic Auditorium. Ticket Information : 415 392-4400.



Trisha Brown is creating a new dance to the music of J.S. Bach. She will be performing in Brussels, Lisbon, Berlin and Montpellier. In July, she and her ensemble will perform at Alice Tully Hall at Lincoln Center, New York. Information: Trisha Brown Company (212) 334-9374.

We will keep you posted.

21 DONATIONS

Twenty-one sets of the Tribute 21 works will be donated to museums and other institutions, many in developing regions. Nine museums have already accepted these donations and will place the works in permanent print collections:

National Gallery of Art, United States

Museum of Modern Art, New York

Centro Cultural de Arte Contemporaneo, Mexico

Museu de Arte Contemporanea da Universidade, Brazil

Israel Museum, Israel

Cabinet des Estampes, Switzerland

Hermitage, Russia

British Museum, Great Britain

Stedelijk Museum of Modern Art Netherlands

Exhibition possibilities are being discussed in several languages!

TRIBUTE 21 ARTWORKS REPRESENTED BY LEO CASTELLI

Leo Castelli has been called the most important art dealer of the 20th century. With this art visionary at its helm, the Castelli Gallery has been committed to showing the best in contemporary art since its inception in 1957. Now the Tribute 21 artworks will be represented by this highly-respected establishment.

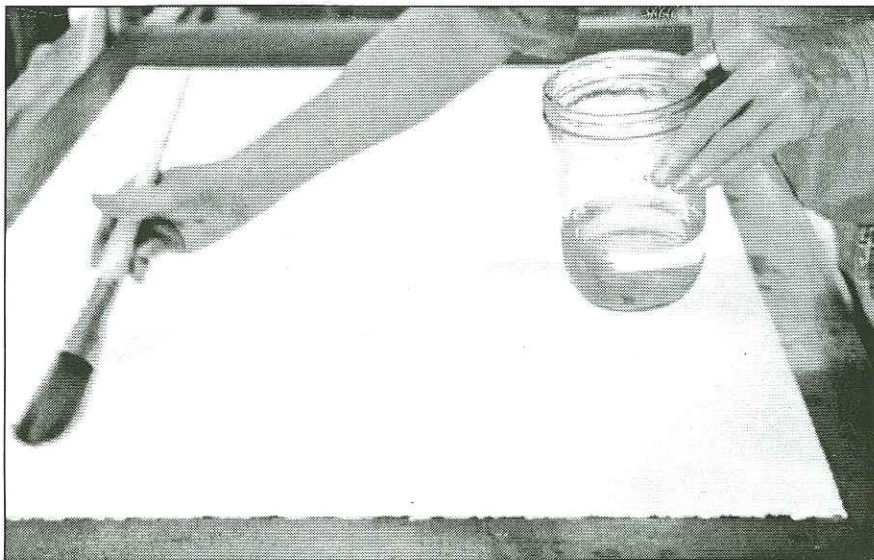
Artists need galleries and galleries need artists. This interdependence is identical to the relationship between Tribute 21 and the nonprofit organizations it seeks to empower. In support of this intention, fifty limited edition sets of the prints, represented by the Castelli Gallery, are now available to the public.

de Kooning, Delaunay, Leger, and Pollock exploded on the walls and in the rooms of the Castelli Gallery in 1957. Jasper Johns and Robert Rauschenberg continued the trend a year later. (Yes, Mr. Rauschenberg has

been "living" his art *that long*.) Roy Lichtenstein, Andy Warhol, James Rosenquist, Richard Artschwager, Robert Morris, Mary Ellen Mark, and John Gassage—the list goes on, joined the gallery, further justifying Castelli's reputation for showing the best in contemporary art. Continuing to change and expand, it remains one of the premier showcases in the business. The 50 sets of limited editions will be sold worldwide, the proceeds supporting future Tribute 21 efforts. Each print is 42" x 27.5" and transparencies are available upon request. For further information please contact the Tribute 21 office (415) 381-5084 or the Leo Castelli Gallery (212) 941-9855. ■

You will be receiving an invitation shortly to the Tribute 21 reception at Leo Castelli's gallery on April 12. RSVP required. Look forward to seeing you there.

**Exhibition Opening March 25
Leo Castelli Gallery, New York**



THE ART



Tribute 21, the series of artworks by Robert Rauschenberg, celebrates 21 humanitarian themes important to the 21st century.

Throughout his career, Rauschenberg has focussed on projects, often collaborations, that force people to rethink life, art and technology. From his initial involvement in the newly-emerging "Pop Art" movement to his Rauschenberg Overseas Culture Interchange (ROCI), he has altered attitudes the world over, supporting social, cultural and environmental causes. His alliance with Felissimo to develop the Tribute 21 project is another example of Rauschenberg "walking his talk."

His commitment to a better environment led him to print his photo images on a laser printer equipped with vegetable dyes. The intermediary surface was then used

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A LETTER FROM THE EXECUTIVE DIRECTOR OF TRIBUTE 21

It was wonderful to meet all of you at the launch of Tribute 21 last October. The feelings that filled the rooms during those two days were overwhelming and inspiring. The effect has been unfolding in unexpected and meaningful ways that we feel the urge to share. That's why this newsletter is making a debut this month, with the hope that it will serve as a forum to exchange information and ideas and to further involve each other in mutually beneficial collaborations.

In this issue, we are pleased to announce that the first Tribute 21 exhibition will open at the new facilities of the Buckminster Fuller Institute in Santa Barbara in May. The exhibition will then travel to San Salvador, where Intercambios Culturales de El Salvador (the organization to which Toni Morrison contributed her award) will present the artworks at the opening of their new center. In September, it will be back in the States, when the Albert Schweitzer Institute for the Humanities in Connecticut will host the exhibition.

For those of you who inquired about Felissimo in Japan after the earthquake, we sincerely appreciated your concern. Felissimo's headquarters were about to be moved from Osaka to Kobe when the earthquake hit. Felissimo is thankful that all of their people were unhurt. So far, the company has given \$1 million dollars in cash and \$10 million dollars worth of goods to the quake victims. Their employees pedal their



Haruko Smith

way to Kobe every weekend, carrying food and necessities, to help the shelters. Felissimo joined Bob Rauschenberg in offering a t-shirt bearing the Tribute 21 theme "Happiness" and a personal message from the artist, to be sold for the sole purpose of donating all proceeds to the affected areas. 300,000 homeless people and a destroyed city need a lot of help. Mr. Yazaki, whose own family had to vacate their home in Kobe and are still living in a temporary home, continues to lead Felissimo's relief effort, focusing on ways to provide long-term support.

In the meantime, I am about to fly to Geneva, where Tribute 21 has been invited to be part of the United Nations 50th Anniversary Exhibition, "Dialogues for Peace." This will be a spectacular event, with 50,000 visitors expected from all over the world over three months, July 3 through October 24 of this year.

This is only a sample of what has evolved since the beginning of Tribute 21 last October.

I can only imagine the future potential of this project. To keep the spirit

of our mutual efforts alive, we are planning on a reunion with the honorees and receiving organizations in the fall, a gathering to evaluate our progress and create additional projects for the upcoming years. Please keep an eye out for our invitation.

The gift of your involvement gives us much pride, a sense of commitment, and is a source of dreams and inspiration. You are very special people, and together we can do some very special things to make the 21st century a better time and better place.

We welcome your suggestions for possible collaborations and encourage you to use this newsletter to communicate your needs, responses, and messages.

Sincerely,

Haruko Smith

OFFICE OF TRIBUTE 21

The Tribute 21 office in Mill Valley, California is responsible for the management, sustenance, and expansion of this vital project, committed to creating a self-sustaining source of income to advance humanitarian causes. It exists to offer resources, funnel information, and provide and renew contacts.

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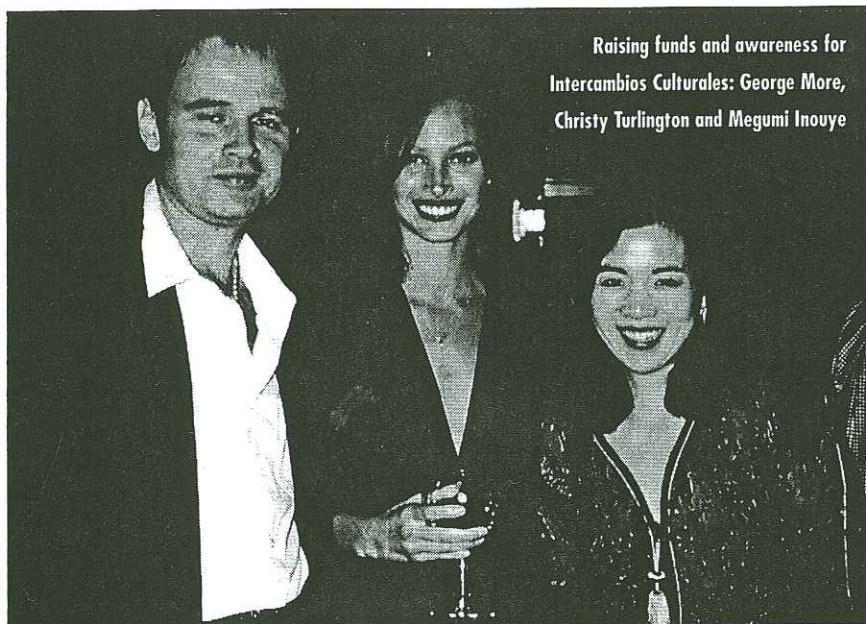
Kazuhiko Yazaki - Publisher
Theodore W. Kheel - Counsel
Megumi L. Inouye - Editor

TWISTS OF FATE

When **Toni Morrison** donated half of her \$10,000 literature award from Felissimo to the nonprofit organization Intercambios Culturales of El Salvador, she had no idea (or perhaps she did - after all, she is a master of imagination) that when Intercambios opened an arts

children, support the public library and other cultural interests, as this country struggles to rebuild a post-war democratic society.

It was supermodel **Christy Turlington**, then chairman of Intercambios's International Committee, that asked her New York neighbor, Toni Morrison, if



Raising funds and awareness for Intercambios Culturales: George More, Christy Turlington and Megumi Inouye

center in San Salvador, the Tribute 21 artworks would comprise their debut exhibition on June 22th of this year.

Intercambios Culturales of El Salvador is a project created by Salvadoran and U.S. artists, writers, and architects to develop new cultural ties between the two countries. The arts center will serve as a forum for artists to interact and collaborate through exhibitions, publications, and computer-based technologies. In addition to the arts center, the financial support received will fund art classes for

she knew of any way to help this organization. She didn't hear back from the author for a long time. Assuming the answer was no, she was delighted when informed of the \$5,000 donation - much better than a phone call! As a result of the Tribute 21 project, new relationships continue to develop - Buckminster Fuller's daughter, **Allegra Fuller Snyder**, has donated several books to the Intercambios library. As those peripherally involved in this project become linked more closely, the chain of contributions strengthens, bringing all closer to

a healthy 21st century. When **George Moore**, co-founder of Intercambios, heard of the generous gift to his organization, he was thrilled for Intercambios, and for a personal reason as well.

As you may know, when Mr. Moore was an art student (and a great admirer of Rauschenberg), he was the recipient of an endowment from Change, Inc., a nonprofit organization started by Rauschenberg in 1970 to provide emergency funds for artists. Over the following decade, this organization helped over 2,000 artists in need. George Moore was one of them. Accepting the donation for Intercambios, Mr. Moore was finally able to meet his benefactor and thank him in person - twice. ■

FELISSIMO OPENS DOORS FOR CHILDREN

"To save a child is a blessing; to save a million is a God-given opportunity."
-Audrey Hepburn

When the Tribute 21 project honored the memory of Audrey Hepburn by awarding a \$10,000 Tribute 21 donation to contribute to a charity of choice in her name, her son chose to forward the gift to Hollywood for Children, a fund created to commemorate Audrey Hepburn's contribution to children's causes. This organization was formed to allow others, especially those in the entertainment industry, to raise consciousness and provide benefits to children

COMING IN THE FALL: AN EXHIBIT AT THE ALBERT SCHWEITZER INSTITUTE

The Tribute 21 artworks will travel to Hamden, Connecticut in September, 1995, to grace the walls and halls of the the Albert Schweitzer Institute for the Humanities, a nonprofit, nongovernmental organization with consultative status with the United Nations. Harold Robles, founder and president of this Institute (and also a representative of Global Green USA, the organization created in response to Mikhail Gorbachev's call for a shift in values in regard to the environment), began "networking" when he was an ambitious eight-year-old. Fascinated by what he had learned about Albert Schweitzer from his teacher, he wrote a letter to Mr. Schweitzer offering to do anything that might help - washing Mr. Schweitzer's car, for instance - anything to contribute to the significant work Schweitzer was doing. It was time for Harold to get started; after all, Mr. Schweitzer had contributed to humanity for nearly eighty years

by the time he received the Nobel Peace Prize.

Albert Schweitzer responded, assuring Harold Robles that schoolwork was more important for the time being. Two years later, they actually met, and Mr. Robles knew then that he was destined to work for this man, dedicating his life to the philosophy Albert Schweitzer believed in - "Reverence for Life."

When Harold Robles, who accepted the Tribute 21 "Peace" donation to Mikhail Gorbachev on behalf of Global Green, met with the president of Felissimo at the Tribute 21 press conference, Mr. Robles recognized the synergistic opportunity that existed between these like-minded organizations. He suggested that the Tribute 21 artworks be showcased in the Institute's gallery space, to further their mutual commitment to promote individual responsibility and action on urgent social issues. ■

FELISSIMO OPENS DOORS FOR CHILDREN

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worldwide, and is committed to eliminating the debilitating bureaucracy inherent in fundraising and reaching out in a more direct and effective fashion.

Felissimo joined with this recipient organization for a Saint Valentine's Day event at the company's retail establishment in New York City. Celebrities signed cards and products that were then sold, with all proceeds going to the Audrey Hepburn Hollywood for Children fund, a heartfelt gift to children everywhere.

THE ART

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as a matrix for the final transfer onto paper. This transfer was done by wetting watercolor, printing or drawing paper with water using a brush, sponge, or by soaking. When it had accumulated the desired amount of water, the printed surface of the intermediary image was placed against the wet paper and passed through a lithographic press. The water released the vegetable dye, which was absorbed into the paper, producing the desired image.

With the expert help of master printmaker Bill Goldston of Universal Limited Art Edition, the final lithographic images were created with a soy-based lithographic ink. The result of this mutual experiment in environment-sensitive art making was beyond the expectations of both these seasoned specialists. ■

FUND RAISING OPPORTUNITIES FOR RECEIVING ORGANIZATIONS

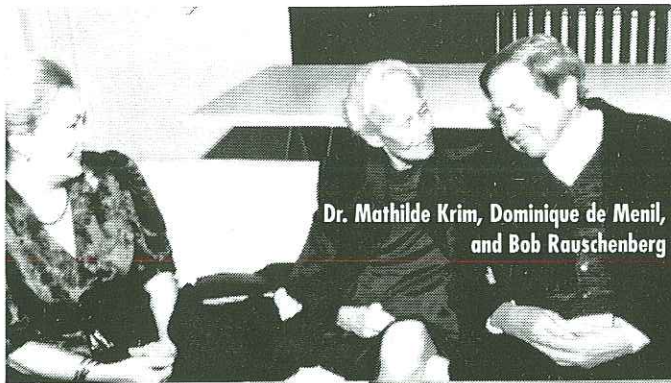
Three of the 50 sets of limited edition prints will be broken up and offered to the non profit organizations as a means to raise funds for their causes. For more information call (415) 381-5084

PLEASE NOTE:

With the help of Theodore Kheel, a feature article about Tribute 21 was published in Earth Times in December. Copies are available upon request from the Tribute 21 office.

SCENES FROM OUR PRESS CONFERENCE

Tribute 21 Honorees gather at Robert Rauschenberg's private studio in New York, October 14, 1994.



Dr. Mathilde Krim, Dominique de Menil, and Bob Rauschenberg



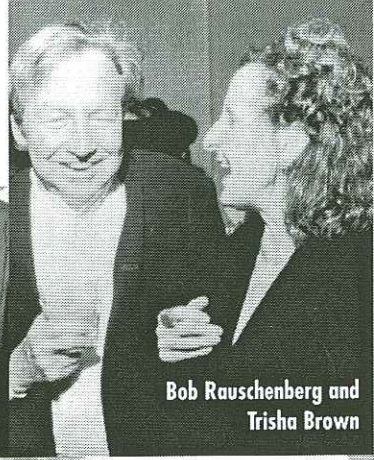
Connie Mercer of the Princeton Exchange Club runs away with the check.



Horold Robles receives the award on behalf of Mikhail Gorbachev's chosen charity Global Green International.



David Dinkins, Bob Rauschenberg and Kazuhiko Yazaki



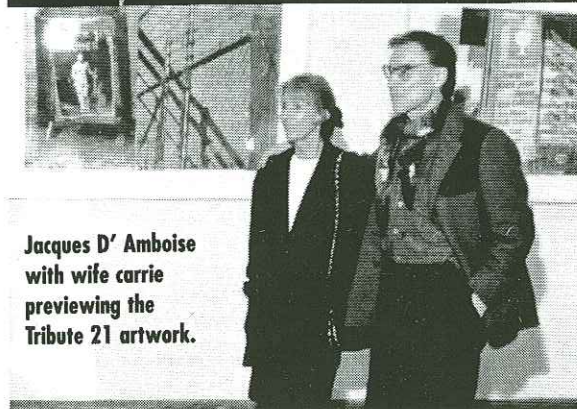
Bob Rauschenberg and Trisha Brown



Haruko Smith, Bob Rauschenberg and Kazuhiko Yazaki



Bob Rauschenberg and Rachel Rosenthal



Jacques D'Amboise with wife Carrie previewing the Tribute 21 artwork.



Roy Lichtenstein, Bob Rauschenberg and Brice Marden

"There is a lot of concern and love here that is uncontrollable and should continue..."

-Robert Rauschenberg-