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THE TEXAN-FRENCH ALLIANCE FOR THE ARTS ANNOUNCES ART AWARD & AUCTION TO BE HELD MARCH 30, 2011

TFAA presents their second ever Art Award & Auction where 2011 winner will receive the *TFAA Artist Award for Excellence* and residency in France or Texas

(dateline – February 2011; source: Juice Consulting LLC) - The *Texan-French Alliance for the Arts (TFAA)* will continue its mission to inspire cultural exchange through the arts by hosting their second **Art Award & Auction** on **Wednesday, March 30, 2011**. Hosted by an outstanding assembly of committee members including **Lynn Wyatt** as **Honorary Chair**, **Martha Finger** as **Event Chair**, **Co-Chairs Laure Parise** and **Joelle Petit**, and **Judy Nyquist** as **Honorary Selection Chair**, the biennial cocktail reception and auction will be held at the **Devin Borden Hiram Butler Gallery** in Houston. The gallery is located at **4520 Blossom Street**, and the event will take place from **6 p.m. to 9 p.m.** Tickets to attend the event may be purchased in advance for **80 USD** per person or **150 USD** per couple, and will be **100 USD** per person at the door. Ticket prices will include an event catalog for each attendee. Purchasing tickets in advance is recommended. They can be ordered by clicking [here](#) or emailing info@texanfrenchalliance.org. Further information about the event is available on the **TFAA Art Award & Auction** website: www.tfaa2011art.com.

In support of the TFAA's long-standing relationship with the **Texas Children's Cancer Center**, a percentage of the proceeds from the event will benefit the Center's **Arts in Medicine Program**, which provides artistic opportunities to patients and their families.

Over 40 contemporary artists from Texas and France with extensive exhibition experience have been selected. The artists are listed on the [TFAA Art Award & Auction website](#) where the art pieces may also be viewed.

The 2011 selection committee will award one of the participating artists with the **TFAA Artist Award for Excellence**. The winner will receive a custom tailored, art-focused 10-day residency in either France or Texas. Submissions being considered include sculptures, paintings, mixed media, drawings and photography with a market value of 1000 USD or higher. The March auction event will offer collectors and art lovers the opportunity to bid on the pieces of all participating artists.

“Traveling to Paris as the **TFAA Artist Award for Excellence** winner in 2008 was and continues to be one of the most memorable and inspiring trips I have ever taken. I left the city with a burning desire to return to Paris to live, yet I also left with a huge desire to be in my studio to create,” said **daniel-kayne**, 2008 award recipient. “I am forever grateful to the Texan-French Alliance of the Arts for this experience and the inspiration the experience has ignited.”

The TFAA successfully launched the inaugural Art Award & Auction in 2008 with an objective to increase general cultural awareness of Texan and French artists by recognizing their achievements and highlighting their contributions to the art world. French curator and art advisor Mark Pottier customized the French itinerary in 2008 which included behind-the-scenes private tours and unique art experiences that were unavailable to the general public. Pottier will also be involved should this year’s winner go to France.

Members of this year’s Selection Committee for the **TFAA Artist Award for Excellence** are:

Judy Nyquist – Honorary Selection Chair

Catherine Ansporn – Social and Fine Arts Editor of *PaperCity*

Dominique Chastres – Project Manager, TFAA Paris

Claudia Schmuckli – Curator of the Blaffer Gallery

Wendy Watriss – Artistic Director of Fotofest

Bill Arning – Director of Contemporary Art Museum Houston

Toby Kamps – Curator of Modern and Contemporary Art at The Menil Collection

Alison Greene – Curator of Modern and Contemporary Art at the MFAH

Marc Pottier – Curator and art advisor in Paris, France

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About the Texan-French Alliance for the Arts:

The Texan-French Alliance for the Arts (also known as TFAA) is a 501c (3) non-profit cultural organization based in Houston, Dallas and Paris. It was founded in 2005 by former Consul General of France, Denis Simmoneau and is supported by a group of enthusiastic Francophile foundations, corporations and individuals. With the aim of fostering enrichment through cultural exchange between Texas and France, the TFAA has already facilitated over 50 Texan-French events and programs since its inception.

Under the aegis of the TFAA and the continuous support of the Consulate General of France in Houston, these varied artistic partnerships serve to promote new artists and expose audiences of today and tomorrow to the appreciation of different art forms, thus strengthening cultural awareness between Texas and France. For information on the *Texan-French Alliance for the Arts*: www.texanfrenchalliance.org

About the Texas Children's Cancer Center's Arts in Medicine Program:

The primary goal of the Arts in Medicine (AIM) Program is to provide enjoyable, educational and meaningful artistic opportunities to patients and their families. Artistic activities by and for children create opportunities for self-expression, empowerment and development of coping skills. Making music, singing songs, performing dance, producing plays, writing and telling stories, and decorating spaces with visual art enhances the healing environment and treatment experience. For more information on this program, please visit: www.txccc.org/aim

For media inquiries, interview requests or to cover the March 30th event, please contact **Heather Wagner Reed at **713 208 3891** or heather@juiceconsulting.com.