

An artistic goldmine

A new look into art and philanthropy

It had been nagging at her for years. Isabel von Fliedner, a Geneva-based international lawyer, had decided long ago that she had the moral duty to actively impact society and giving back to the community became a personal priority. After listening to individual and institutional philanthropists and funders discuss the challenges of giving wisely, she still had difficulty deciding the most efficient way of fulfilling this need.

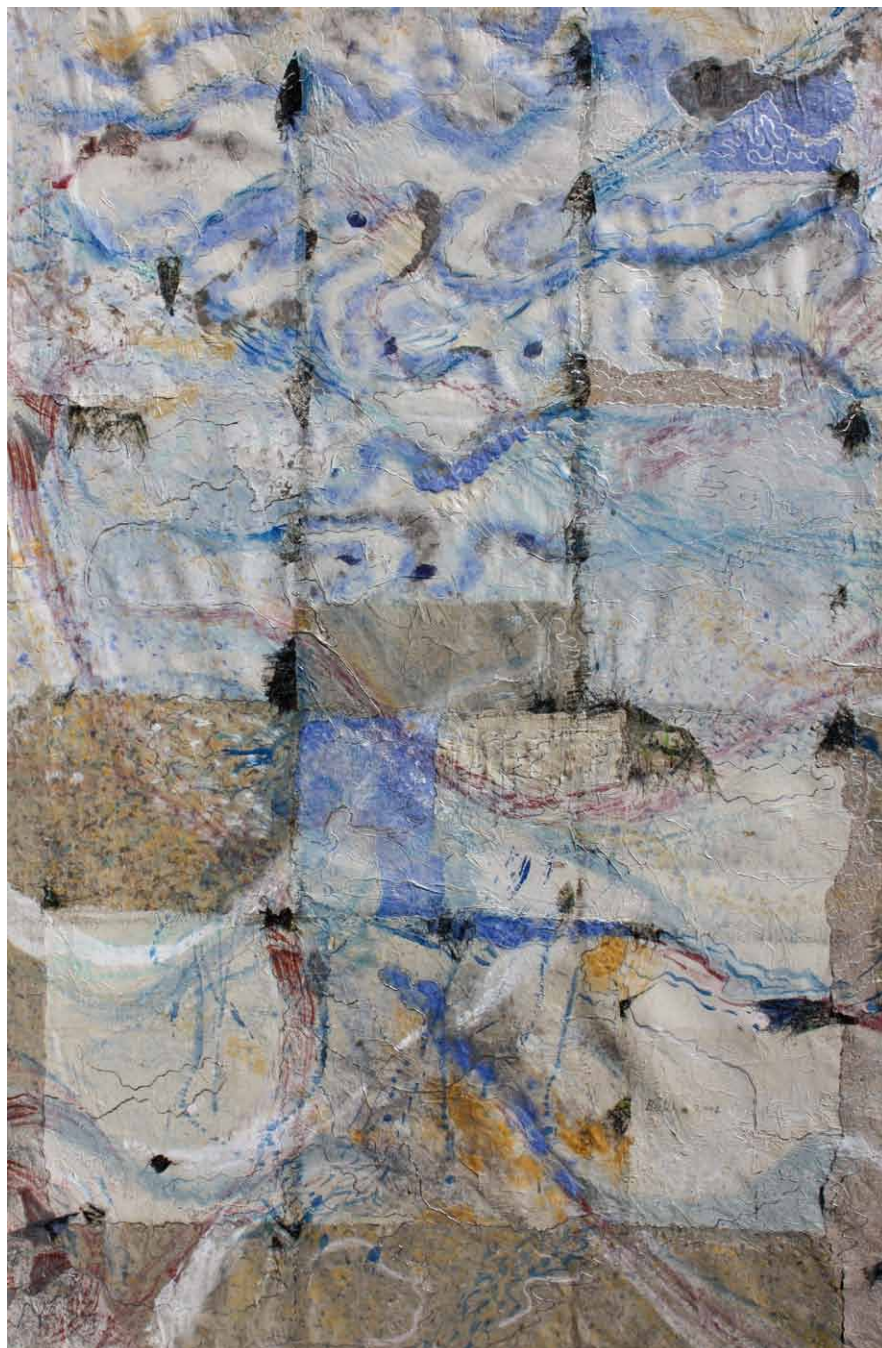
Von Fliedner had spent many an hour reflecting on ways to maximize social benefit through her activities, but, as is often the case, she had lost sight of the personal benefits that she could experience from these endeavors. While discussing her dilemma with a close friend over a celebratory birthday dinner, she came to the realization that giving can and should be a deeply rewarding experience. Béatrix Kilchenmann, the influential Swiss 'Paper Artist' who was the evening's birthday-girl, not only agreed with Isabel's epiphany but added that the pleasure received through giving could be just as tangible, and arguably just as important to the overall success of a philanthropic strategy. "It was while we were mulling over our last sip of champagne", explains an upbeat von Fliedner, "that I decided then and there that I was predestined as a patron of the arts. I later called upon the expertise of



"Forêt de Corée", 2004, 140cm x 100cm. Ink and watercolor on paper.

BEKHA's work is rich with numerous influences that follow one common denominator: the use of paper. During her many artistic pilgrimages Béatrix learned to love the touch and feel of paper to the point and set off to learn the intricacies of its production. Through the years, she refined this knowledge to the point of becoming a renowned ambassador of both the Paper Art movement as well as the International Association of Hand Papermaker and Paper Artists (IAPMA).

Mines d'Art understands that art is not just something one sees in museums, it is the expression of creative impulse that exists in all of us. By providing opportunities for people to learn how to understand creativity and to discover under the radar talent, Isabel has found a means of opening a door that may transform our lives in amazing and wonderful ways.



"Ciel", 2006, 150cm x 100cm.

Françoise Ramseier, an advisor in art investment, to help me define my role and fine tune my battle-plan".

And define her role she did. After much thought and planning, Isabel set out to create an art gallery that would become the vehicle through which her giving would flow. It was only natural that von Fliedner incorporate her philosophy of giving into her gallery's concept from the start: "I came to the conclusion that if I were to keep control over my contribution to the arts, providing a platform for the promotion

of relatively unknown artists to a larger public would make sense", she explains. "I further refined my strategy by including a larger purpose into my mission statement: my intention to make art in all its forms accessible to those who lack the experience of or the wherewithal to consider investing in art. I named the gallery "Mines d'Art", literary Art Mine, underlining the notion of the extraction of yet undiscovered beauty".

It was in Carouge, the dynamic township sometimes called "the Greenwich

Village of Geneva" that she chose to set up shop. In mid-June, Mines d'Art launched its operations, presenting some of the works of her friend Béatrix, better known under her chosen *nom d'artiste* BEKHA. «««

For further insights into BEKHA's work, visit the Mines d'Art Gallery at 39, rue Saint Joseph, 1227-Carouge or their site at www.minesdart.com. Information on the International Association of Hand Papermaker and Paper Artists is accessible at www.iapma.info.