

CHRISTIE'S

PRESS RELEASE | NEW YORK | 1 JUNE 2021 | FOR IMMEDIATE RELEASE

ART FOR EDUCATION

WITH PROCEEDS TO BENEFIT THE CHEMA SCHOOL

CHARITABLE AUCTION IN COLLABORATION
WITH CHURCH BOUTIQUE AND MINISTRY OF TOMORROW
POWERED BY CHARITYBUZZ

[ONLINE AUCTION: JUNE 1-16, 2021](#)

PREVIEW AT CHRISTIE'S NEW YORK: JUNE 4-9, 2021



Featuring original celebrity designed eco-friendly handbags by Ministry of Tomorrow (MOT)

Big Hearted Celebrities Act Fast to Help Children from Kibera Go to School

Madonna, Naomi Campbell, Halle Berry, Lenny Kravitz, Zoe Kravitz, Paris Jackson, Lionel Richie, Eddie Murphy, Evan Ross, Maggie Q, Usher, Raquel Bitton, Chrome Hearts and more, come together using art and fashion for students at Kibera's Chema Vision Children's Center to receive education and a daily meal

NEW YORK – Christie's announces [Art for Education](#) (June 1-16, 2021), the inaugural celebrity art auction fundraiser to benefit the Chema Vision Children's Center (Chema) in Nairobi, Kenya. The online sale is produced in collaboration with LA's art and luxury fashion retailer, Church Boutique, and the eco-fashion house Ministry of Tomorrow (MOT) powered by Christie's charity auction partner Charitybuzz. The [online auction runs from June 1-16](#) with an in-person preview at Christie's New York from June 4-9.

The sale features 24 original celebrity designs on eco-friendly handbags supplied by Ministry of Tomorrow (MOT). All proceeds from the auction will be donated to Chema to help fund the schools operating budget with a goal to raise \$100k. Each handbag features a unique hand-painted design created by some of Hollywood's biggest names including **Madonna, Naomi Campbell, Halle Berry, Lenny Kravitz, Zoe Kravitz, Paris Jackson, Lionel Richie, Eddie Murphy, Evan Ross, Maggie Q, Usher, Raquel Bitton, Chrome Hearts** and more.

The Chema school is situated in the midst of Kibera, Africa's largest urban slum and was established to provide quality education for some of Kibera's most vulnerable children. Many of the students are orphans or children of single parents without income to pay for school fees. Just before the pandemic, Chema was forced to relocate because the school structure was not up to code. MOT's vegan bag production facility is located near the school and Julian Prolman, president of MOT heard about the school's dilemma. Through an initial fundraiser orchestrated by MOT, Chema was able to relocate to a safe building. Art for Education continues to fundraise to ensure there are adequate funds to cover faculty and operational expenses that includes a daily meal for the students.

When Church Boutique's founders, Rodney Burns and David Malvaney, learned about the urgent need at Chema from their supply partner MOT whose branded bags are featured at The Church Boutique, they quickly reached out to their network to request support. Without hesitation, Rodney and David's luminary friends offered to help including Naomi Campbell, Halle Berry, Lenny Kravitz, Zoe Kravitz, Usher, Lionel Richie, Eddie Murphy, Maggie Q, Evan Ross and Raquel Bitton with more mega stars soon to be announced. In addition, Laurie Lynn Stark the creator of the international jewelry and clothing brand Chrome Hearts has joined in to create her own unique MOT tote.

"We believe that luxury is a privilege that comes with the responsibility to care for others in need and therefore we are thrilled to collaborate with MOT to do what we can to make a difference in the lives of children born into challenging circumstances" said Rodney Burns.

"Chema is a Swahili word meaning something good, and that is what we are trying to do with Art for Education" said Julian Prolman.



HALLE BARRY



LENNY KRAVITZ



MADONNA





NAOMI CAMPBELL



LIONEL RICHIE



USHER



FOR MORE INFORMATION:

- [BROWSE THE ONLINE AUCTION](#) | June 1-16, 2021
- [VIEW CHRISTIE'S ONLINE FEATURE](#)

PRESS IMAGES – CREDITED TO MINISTRY OF TOMORROW:

- [DOWNLOAD IMAGES OF TOTES HERE](#)
- [DOWNLOAD CELEBRITY IMAGES HERE](#)

PRESS CONTACTS:

Jennifer Cuminale | Christie's
jcuminale@christies.com

Johnny Gines | Strategic Partners
Johnny@strategic.la

RJ Rousso | Strategic Partners
RJ@strategic.la



About Chema

At the heart of Kibera, Africa's largest urban slum in Nairobi, Kenya is the Chema Vision Children's Center, a school that offers quality education to some of Kibera's most vulnerable children. Learn more at [chemavision\(dot\)org](http://chemavision(dot)org)



About the Church Boutique

The Church Boutique located in West Hollywood, offers mid-century modern home décor, exclusive high-end avant-garde fashion, fine art photography, art, jewelry, and more. Churchboutique.com

MINISTRY OF TOMORROW

About the Ministry of Tomorrow

MOT is a for-profit social enterprise that designs and produces high quality, eco-luxury, vegan bags and accessories that are sold directly to consumers online at ministryoftomorrow.com

About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Founded in 1766 by James Christie, Christie's has conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting Private Sales for clients and online sales are offered year-round across all categories. Christie's global presence is spread across a network of international salerooms and 61 representatives and offices. Christies.com provides detailed articles and videos on the objects offered for sale alongside the latest advances in digital viewing tools to make Christie's accessible to all.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

###

Images available on request

FOLLOW CHRISTIE'S ON:

