



Art in Giving provides a creative way to raise funds for childhood cancer through the sale of fine art.

www.artingiving.com

617.877.4230

esmarkoff@artingiving.com

SPRING/SUMMER 2014

INSIDE THIS ISSUE

MassBio Exhibit

New Colors at ARE's Technology Square

Architecture in making a difference

The Science Corner

*Bob Coughlin speaks with
guests, "We're pleased to
be a partner with Art in
Giving"*



Art in Giving Exhibit opens at MassBio

by Larissa Fawkner, MassBioEd Director of Corporate & Community Relations

On February 12th the Massachusetts Biotechnology Council (MassBio) hosted an *Art in Giving* exhibit at their quarterly member mixer. The event was hosted at the MassBio corporate headquarters in Kendall Square and was attended by 112 members representing 93 biotech and life sciences companies. Robert "Bob" Coughlin, President and CEO of MassBio spoke of *Art in Giving's* important mission of providing fiscal support for pediatric cancer research and patient families. Coughlin introduced the attendees to five landscape paintings and a diptych by *Art in Giving* featured artist and Board Member, Stephen Silver. Coughlin said, "We're pleased to be a partner with *Art in Giving* and showcase the work of the passionate artists that sell and donate proceeds to this cause."

Silver took the podium to explain *Art in Giving's* unique fundraising model, "When an artist contracts with a gallery, 50% of the sales of their work is commission for the gallery. The *Art in Giving* model allows participating artists to exhibit and sell their work directly to companies and donate 50% of the proceeds of sales that would be commission directly to cancer research and patient care." Jason Theberge, new MassBio member and Group Leader, Life Sciences at Commodore Builders noted, "Many life sciences organizations budget artwork for their spaces to create a positive atmosphere for their employees."

The Art in Giving model of selling art directly to companies is a fantastic way to support pediatric cancer, local artists and also contributes to the company's corporate culture. It's a win, win, win!"

While the event did not generate on-site art sales for *Art in Giving*, there were inquiries from a construction company representative that works with life sciences companies as they build new or expand their existing facilities. The MassBio event was a fantastic opportunity to elevate *Art in Giving's* visibility within the patient care industry and cultivate relationships with potential partners in support of *Art in Giving's* long term goals and mission.



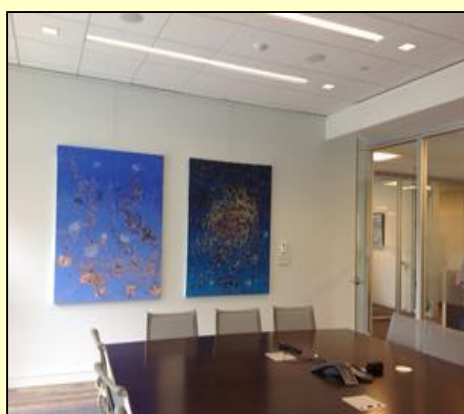
The paintings of Stephen Silver will be exhibited at MassBio through spring of this year (or until purchased). The paintings include Landscape 85, Cityscape 12, Landscape 602, Landscape 197, Landscape 124, Cityscape 85, and Night Trees 2. Left to right: Stephen Silver, Eliane Markoff, Margaret Pierce and Bob Coughlin.

Alexandria Real Estate Equities beautifies Technology Square in Cambridge with Art in Giving

Technology Square is full of color! Yes, it's full of color partially because it's Spring but moreover because of the creativity and generosity of Alexandria Real Estate Equities (ARE). Alexandria is partnering with the gallery of *Art in Giving* to enliven public spaces in their buildings as part of the company's Lobby renovation efforts.



The lobby at 300 Technology Square and the Atrium between 100 and 200 Technology Square will be among the first adorned with paintings by *Art in Giving* artists, including Carol Baum, Steven Bogart, Eliane Markoff and Silvina Mizrahi.



"Alexandria Real Estate Equities is excited to partner with the Gallery of Art in Giving by displaying artwork by their portfolio artists throughout Technology Square. Not only will the art enhance our offices and building lobbies, but the Gallery of Art in Giving's support of childhood cancer research is a cause that we wholeheartedly support. The Gallery of Art in Giving's expertise in curating art for a wide variety of spaces was invaluable and made the process of choosing art easy" Tom Andrews, Executive Vice President – Regional Market Director, Alexandria Real Estate Equities, Inc."

All of the featured art work is for sale to benefit pediatric cancer research. Please visit:

<http://artingiving.com/gallery/gallery-at-alexandria-real-estate>

Special notes/emails:

- *"Hi Eliane, The check and your lovely note came in the mail. Thank you. This is the best feeling I've had selling my art." - Steven Bogart*
- Note after receiving the email highlighting artists who have recently joined the Gallery of Art in Giving:
"WOW you guys have awesome artists!!! Delighted to be a part of the gang! I did receive some great news the other day - I was advanced to FELLOW status by my NATIONAL SCULPTURE SOCIETY peers! ;) Have a lovely spring day." - Gary Lee Price
- *"Hi Eliane,
 "How truly honored I am that our paths have met. As a parent I can barely begin to imagine the strength you have to have traveled your journey and from there created such a wonderful program. Thank you for being such an inspiration and incredible model for all of us. Accepting your guidance of doing what was easiest, this afternoon I made an on-line donation. This way it is done and avoids the risk of becoming part of the pile that seems to appear on my desk each week at home. Thank you again for all you do. Wishing you and yours all the best." - Jim Conlin.*

Jim Conlin was honored with an *Art in Giving* certificate. He donated his certificate and made an additional very generous contribution to The Foundation.

An architecture for making a difference in pediatric cancer research *by Amy Fleming*

Though Fred Kramer is certainly proud of his professional accomplishments, the President of ADD, Inc. has found through the years he is even more compelled by making a positive difference in the lives of others. Last October, he hosted a reception for *Art in Giving* at his firm's beautiful Boston office where he displayed varied and vibrant art, welcomed real estate professionals and inspired all those who were present.

Art in Giving's innovative funding of childhood cancer research through the sale of works of art so impressed Fred with its "elegantly simple model," it immediately resonated with him. As a father of a daughter who lives with a serious health issue, he was moved not only by the Markoff's personal story of the loss of their cherished 9 year old daughter, Rachel, to a brain tumor, but also by how Eliane Markoff paired her passion for art with her passion for helping other families coping with childhood cancer. As he said, "I was taken by the model, the mission, and the message." A highlight of the evening was the musical performance by singer/songwriter Alastair Mooock and his young daughter, Clio. They sang selections from his CD, "Singing Our Way Through: Songs for the World's Bravest Kids." Clio was diagnosed with leukemia in 2012, at age 5. The fact that Clio is a twin was particularly meaningful for the Markoff's, and many of the guests who know that Rachel Markoff was a twin sister.

As guest Laurie Kay said, *"I certainly found the performance by dad and daughter an inspiration and truly what Art in Giving is all about; helping to bring an end to childhood cancers. I was truly impressed with the commitment made by architects to choose art from artists who support the mission of Art in Giving to decorate the buildings they are designing. A win-win situation with the children and their families ultimately the biggest winners."*

Fred purchased a painting that evening for his home. The painting he purchased, *Shipwreck*, is an original Frank Taira painting. In May of 2012, the estate of Frank Taira (1913-2010), Japanese-American Artist, donated thirty of his artworks to *Art in Giving*. Mr. Taira's wish was that any works that remained be donated to hospitals and places where people could enjoy the beauty and peace of his works. Kramer was pleased that not only did people have a wonderful time, but he felt they were also thankful for the opportunity for such "an interesting, easy and appropriate way to combine buying a piece of art with making a contribution."

When the Markoffs expressed their appreciation to Fred Kramer, his response was "It was entirely my pleasure and I feel privileged to host you and this wonderful program. We will do it again and keep it going and growing!"

Dr. Victoria Richon, VP, Global Head of Discovery and Preclinical Sciences, Sanofi Oncology and husband Jerry Goldman, purchased art piece on the right by *Art in Giving* artist, Silvina Mizrahi, pictured in the middle.





"Our hope is that these drugs will someday help save the lives of children."

The list of research scientists funded by The Rachel Molly Markoff Foundation is listed at: www.rachelmollymarkofffoundation.org/research.html

To make a contribution to Art in Giving and the Rachel Molly Markoff Foundation, please link to www.rachelmollymarkofffoundation.org/donate.html



Next Issue

2014/2015 Grant recipients

New corporate partners

New artists join Art in Giving

www.artingiving.com

esmarkoff@verizon.net

617.877.4230

The Science Corner: A Chat with Dr. Wechsler-Reya

by Suraja Roychowdhury

Dr. Robert Wechsler-Reya from the Sanford-Burnham Medical Research Institute, La Jolla, CA is the 2013 grant recipient of the Rachel Molly Markoff Chair of Research awards. Dr. Wechsler-Reya works on pediatric brain tumors to gain a better understanding of how these tumors develop, with the ultimate goal of discovering more effective therapies.

Could you give us a brief background on pediatric brain tumors, specifically medulloblastoma, since this is your area of research?

Medulloblastoma is the most common malignant brain tumor in children. It is a very aggressive form of cancer, and is treated with a very aggressive therapy: surgery, high-dose radiation to the brain and spine, and a cocktail of 3-4 chemotherapeutic agents. Even with these treatments, about one-third of patients die from the disease. And those who survive suffer severe side effects from the treatment. Radiation in particular damages the developing brain, resulting in a severe decline in cognitive function. As a result, many survivors are unable to function normally.

What has been the research focus in the last several years?

Research has focused on trying to understand the normal cells that become transformed into cancer cells, identifying what genetic mutations result in this transformation, and figuring out what can be done to shut off the mutated genes.

What is your lab's focus?

Our lab uses animal models to study medulloblastoma. We use transgenic mice, which express cancer-causing genes in their brains, and as a result, develop tumors. And we take patients' cells from the operating room and transplant them into the brains of mice, where they grow and form tumors that we can study. We use these models to learn what makes tumors grow, and to test new therapies that may stop tumor growth, and may be effective for treating medulloblastoma patients.

How has funding from the Rachel Molly Markoff Foundation helped your work?

With support from the Foundation, we are developing models of MYC-induced medulloblastoma, the most aggressive form of the disease. Using these models, we have begun testing thousands of drugs to see if any of them can stop the growth of tumor cells in a culture dish. We recently found a number of drugs that could do this, and then tested whether they could also block the growth of tumors in animals. We were excited to find some drugs that could do that. These drugs might represent new treatments for medulloblastoma. This kind of research – creating new animal models of a disease – is risky, and most funding agencies will not support it. The Foundation was willing to take the risk, and it has clearly paid off. We still have more work to do, but based on our early results we have begun talking with physicians about testing the drugs we have identified in clinical trials. Our hope is that these drugs will someday help save the lives of children suffering from medulloblastoma. We are extremely grateful to the Rachel Molly Markoff Foundation for investing in this critical research.