

All time record benefit for Aspen Art Museum's sake

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Miami collectors Don & Mera Rubell at the Aspen Art Museum's 2011 ArtCrush Gala

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We have attended Aspen Art Museum's seventh-annual artCRUSH charity. It was challenged by a threatening gloominess: the major market fall since November 2008, which took the entire world by surprise one day prior the three-day-long fundraising top prize. Nevertheless the donation made by cycling myth Lance Armstrong, collectors Don and Mera Rubell and artist E.V. Day were very generous indeed. The benefit reached an all-time record of \$1.7 million, thus taking the museum much nearer to its \$50 million capital campaign objective. With the support of fundraisers such artCRUSH, the museum is planning to go into its new edifice by the beginning of 2013.

The question has been long discussed: last year, during a town hall dedicated to the new Aspen Art Museum, an upset Colorado inhabitant made a complaint about the upcoming building works: the three-story Shigeru Ban plan would "block out the sun." The city, however, decided to give the museum its building permits in any case.



Amy Phelan at Aspen Art Museum's 2011 ArtCrush gala

The benefit, presided by collector Amy Phelan also AAM National Council member and former Dallas Cowboys cheerleader, was separated into different section: an auction, a wine tasting, a mountain vacation. The couple composed by Phelan and her husband John, welcomed all guests at their home at the top of the mountain. Exclusive people gathered together for the end of summer event, amongst them artist Richard Phillips, collector Glenn Fuhrman and Sotheby's executive Lisa Dennison. Prior to dinner, guests had the possibility to glance through the Phelans' vigorous art collection, which was integrated with a Marilyn Minter close-up of glossy lips.



Guest attending artCRUSH charity

Phelan, who got to the dance floor earlier than the main course, was far from purely enjoying herself, she was doing it with a clear objective: raising funds. In the course of the dinner, it was proclaimed that Mexican collectors Gabby and Ramiro Garza had made a \$1 million donation to the museum.

A persuasive Tobias Meyer presented the live auction, which happened in the dining gazebo flanked by pieces of lobster tail and steak. Rather far from being shy, Meyer called out possible bidders by name —wow— in an attempt to get as many zeros as possible. This rough manner had its results: John Phelan set an artCRUSH record with his successful \$420,000 bid on a huge Roni Horn work. The live auction achieved a total sum of \$842,000.

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