

FOR IMMEDIATE RELEASE

**TODAY IS THE DAY to Host Inaugural Benefit and Live Auction at the  
Jane Hotel Ballroom November 27, 2012**

*Co-hosted by Arto Lindsay with Special Guests*

New York, NY, November 8, 2012 – TODAY IS THE DAY, a new, visionary non-profit foundation based in Hiroshima, announces its *Inaugural Benefit Gala and Auction* on **November 27** at the **Jane Hotel Ballroom**. The evening's events will be hosted by **Arto Lindsay** and will include a live art auction, performances, cocktails, and dinner. The evening's proceeds will go to support the launch of the fledgling non-profit and a portion will go to benefit children affected by the ongoing Fukushima Daiichi nuclear disaster.

The gala event will take place from **7 - 10 p.m.** beginning with an introduction by gallerist, collector and TITD friend **Jeanne Greenberg Rohatyn**, followed by a tea ceremony by **Junko Hasegawa of CHARAKU**, a live auction conducted by **Gabriela Palmieri**, Senior Vice President & Specialist of Contemporary Art at Sotheby's and special guest speaker **David A. Ross** former Director at SF MoMA and Whitney Museum of American Art. The night at the Jane Ballroom will close with the screening of an exclusive video of **Marina Abramović**, performances by violinist **Odetta Hartman**, Japanese opera singers, and **DJ April Hunt**. The festivities will continue at the HotelAmericano with a video art after-party from 10 p.m. to 2 a.m.

**TODAY IS THE DAY** is partnering with **PADDLE8**, the leading online art destination for collectors, dealers, and artists, to host the online arm of the auction from **November 14 – 26** leading up to the live benefit event. Artworks on auction have been donated by members and friends of TITD and will include work by **Araki, Takashi Murakami, Andy Warhol, Chris Ofili, Tsuyoshi Ozawa, Yoshitomo Nara, Noritoshi Hirakawa, Henk Visch, David Reed, Edgar Honetschlager, Lawrence Weiner, Carissa Pelleteri, Rey Parla, Marina Abramovic, Yayoi Kusama, Hye Rim Lee, and Caro Niederer**.

*"The victims of Fukushima are not only in Japan. As the man-made radioactive elements spread throughout the environment, we all share the consequences of the nuclear disaster, its legacy of contamination will last for generations. The lessons from Fukushima are meant only for Japan, but for all children, and their children, everywhere."* – Andrew S. Kanter, MD MPH, president of Physicians for Social Responsibility.

*"The benefit event in New York will help people to recognize the important perspective of human existence with forthcoming foundation TODAY IS THE DAY to the world forever."* – **Noritoshi Hirakawa**, Director of **TODAY IS THE DAY**.

Joining TODAY IS THE DAY as sponsors, partners and supporters of the inaugural event are **The Jane Hotel, The HotelAmericano, Marina Abramovic Institute, Charaku, NI Japanese Delicacies, Van Gogh Vodka, Paddle8, Artcards, Independent-Collectors, David Zwirner Gallery, Gering & Lopez Gallery, Thomas Erben Gallery, Tomio Koyama Gallery, Tilton Gallery, Gallery HAM, Anonymous Gallery, Kiyoshi Wako, New Museum, Jeanne Greenberg Rohatyn, Ute & Michael Berger, and Olivier T. Ernst**. Special thanks to **Sotheby's**.

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Tickets to the event are available starting at \$250 for an individual. For more information and to purchase tickets, please go to <http://opalnest.com/TITD/>.

Proceeds from TODAY IS THE DAY benefit auction, ticket sales and all other financial support will be eligible for tax exemption through the Fiscal Sponsorship of Fractured Atlas, a 501(c) non-profit arts organization in New York.

**About TODAY IS THE DAY**

Founded by Noritoshi Hirakawa, TODAY IS THE DAY is a visionary non-profit foundation whose goal is to reveal consciousness as the starting point of every person's awareness. The foundation's goal is to inspire an art of free will and autonomy through art, music, dance, performance, lecture, video, film, and workshop. Through this experience, TODAY IS THE DAY aims to create and put into practice an ontological vision that transcends the structures and workings of existing systems. This follows from a belief that the essence of art is to explore the function of free will and to transcend contrivance in order to construct a social model that allows human existence to stand on its own. For more information go to [www.todayistheday-foundation.com](http://www.todayistheday-foundation.com).

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