

Press release  
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**TRAIT D'UNION: VIRTUAL BENEFIT AUCTION ORGANIZED BY  
THE INTERNATIONAL FESTIVAL OF FILMS ON ART  
NOVEMBER 23 - DECEMBER 6, 2020**



Montreal, October 26, 2020 – In this autumn of uncharted return to cultural activity, the International Festival of Films on Art (FIFA) is launching a new initiative aimed at creating a link between art lovers and figures of the contemporary art scene.

**From November 23 to December 6, 2020**, FIFA is organizing the **TRAIT D'UNION virtual benefit auction, under the honorary presidency of business leader Marc DeSerres, CEO of DeSerres** and member of the FIFA Board of Directors, in partnership with the respected Canadian auction house **BYDealers** and **Vie des Arts** magazine. Art enthusiasts will be able to acquire works by **renowned artists**, but also discover **emerging talents**. A convivial virtual evening will close this fundraising event to benefit the Festival, on Sunday, December 6.

"For donors of works and purchasers of lots, their participation in the auction will be an opportunity to actively participate in financing the 39th edition of the Festival and to support FIFA's year-round cultural mandate on the local scene and internationally. One of the other objectives of this event is to offer increased exposure to creators, in such a particular and turbulent time. Our role is more crucial than ever: to promote the arts and underline their value on a daily basis, whether to a collector who enjoys being surrounded with works of art or to the general public who is invited to explore the career path and creative process of artists," stated Philippe U. del Drago, Executive and Artistic Director of FIFA.

The progressive unveiling of the artworks to be auctioned will be done through FIFA's web platforms - [artfifa.com](http://artfifa.com) and [lefifa.com](http://lefifa.com) and via the following social networks: [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

**About FIFA**

Founded by René Rozon, The International Festival of Films on Art (FIFA) is dedicated to the international promotion and distribution of films on art and media arts. For nearly four decades, it has presented an annual event in March, which allows discovery of the latest documentaries on art. With its various activities, FIFA is committed to increasing the knowledge and appreciation of art among the public, promoting the work of artists in the fields of cinema, video and visual arts, and also encouraging the production and diffusion of art films. While this year's exclusively online edition was hugely popular with both audiences and the media, the 39th edition of FIFA will take place physically, from March 16 to 28, 2021.

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Source:

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