

Press release

RotARTy Helps Children: a solidarity exhibition combining Street Art and social commitment

Street art for children

From 31 January to 25 February 2025, CapitalatWork and Foyer will be hosting the **RotARTy Helps Children** exhibition at the Group's premises in Leudelange. This unique artistic and charitable event, organised in collaboration with Rotary Luxembourg-Horizon, combines creativity and solidarity, putting art at the service of a noble cause.

When urban art brings life back to the streets... and to children

In 2019, during the renovation of a building in Luxembourg City, panels were installed to obstruct the site openings. Rather than leave these surfaces untouched, the developer came up with an original idea: invite street art artists to transform them into works of art. Today, these panels, signed **Sumo, Stick, Thomas Iser** and **Ador**, are coming out of the shadows to be exhibited and auctioned by **Rotary Horizon Luxembourg**. All the money raised will be donated to **SOS Children's Villages**.

The funds will support an innovative programme set up by **SOS Children's Villages** that uses the benefits of nature to help children in crisis. The aim is to provide them with a calming environment in which to develop new skills and better manage the challenges they face.





A spectacular exhibition full of surprises

As well as the restored panels, the four artists will be unveiling original works specially created for the event.

And that's not all! Rotary Luxembourg-Horizon will also be selling a platform painted by **Sumo** as part of **Esch2022, European Capital of Culture**, which served as a stage for the famous BMX rider Viki Gomez.

The opening of the exhibition will be marked by an exceptional performance: **Viki Gomez** herself will be giving a **BMX show**, a spectacular moment to celebrate the launch of this extraordinary event.

Practical info :

-  Dates: from 31 January to 25 July 2025
-  Location: Groupe Foyer, Leudelange
-  Opening hours: 8.30 a.m. to 5.30 p.m.
-  Free admission

RotARTy Helps Children is much more than an exhibition: it's an encounter between art, the city and solidarity. An event not to be missed!

For full details of the exhibition and auction, visit www.rotaryhelpschildren.eu.



Marie-Hélène Massard, Deputy CEO of Foyer S.A.:

“ *Hosting the RotARTy Helps Children exhibition is an opportunity to celebrate the dynamism and creativity of street art artists. Their energy and commitment show that art can be a powerful force for solidarity.* ”

Romain Poules, Chairman of the Sustainability Commission, Rotary Luxembourg-Horizon:

“ *By combining street art with sustainability and humanitarian action, which are also Rotary values, this exhibition embodies my passions and convictions. It's a celebration of the positive impact we can have together.* ”



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About Foyer S.A.

Founded in 1922, Foyer S.A. is a leading financial player in Luxembourg. Its solidity lies in the strength of its shareholding, but also in the work of its 900 employees in three countries and its 620 agents in Luxembourg. Leader of the local life and non-life insurance, Foyer is active in several European countries through three business lines: insurance, benefit protection insurance and wealth management. Its extended range of products is aimed at individuals, professionals and companies, to whom it offers high-end and innovative services. Conscious of its corporate social responsibility, Foyer Group has also been involved for many years in general interest and solidarity projects
groupe.foyer.lu/en



Wealth Management Foyer Group

About CapitalatWork Foyer Group S.A.

As a member of Foyer Group, CapitalatWork is a strong, independent asset manager with over €11 billion under management. With offices in Luxembourg, Belgium and the Netherlands, CapitalatWork has a team of over 150 employees, including expert financial analysts and portfolio managers who keep a close eye on the global market. CapitalatWork practices active management and has maintained a consistent investment philosophy for over 30 years, focused on long-term value creation.

www.capitalatwork.com



About Rotary Luxembourg-Horizon

Founded in 1980, Rotary Luxembourg-Horizon shares Rotary's seven strategic axes and its mission is to help achieve Rotary's objectives and thus become an agent of change.

www.luxembourg-horizon.rotary2160.org