

Changing the face of Maimonides

The power of art for healing



Earl Pinchuk and Gary Blair, Co-Founders, Art for Healing Foundation.

The Maimonides Foundation has partnered with the Art for Healing Foundation to bring art to the residents. "Art brightens up the world. It changes the way we feel and makes a positive difference in people's lives," says Art for Healing co-founder Earl Pinchuk.

Pinchuk and Gary Blair, avid art collectors, created the Art for Healing Foundation four years ago. In 2001, while visiting a dying friend in the hospital, they were disturbed by the sterile and drab environment. Around the same time, Pinchuk got involved in organizing an art exhibition with Montreal writer and art critic

Dorota Kozinska. Together, they visited artists' studios and galleries and Pinchuk began to notice the vast amount of art that is never exhibited.

After their friend's death, Pinchuk and Blair had long discussions to find a way to bring art to the public. Pinchuk turned his 40th birthday bash into a fundraiser and the Art for Healing Foundation was born. With the memory of their recent visits to the hospital to visit their dying friend still fresh in their minds, they knew that hospitals were the public place they wanted to concentrate on.

"Everybody accepts hospitals the way they are, often, old and bleak with no soul. Art creates life and creates atmosphere," says Blair.

Maimonides has received works by many artists including Mamie Colton, Myrna Brooks Bercovitch, Carol Rabinovitch, Marion Zimmer, the late Joseph Prezament donated by his wife noted artist Rita Briansky and artwork from the A. McKenzie Brockman Collection.

"I suggested Maimonides as the place to hang my husband's artwork since the older I get, the more people I know here. I am so thrilled with the gallery which treats my husband's work with such respect. He would certainly be pleased," says Rita Briansky as she admires the paintings which now hang on the 5th floor. "Both of my daughters, who live in Toronto, Anna and Wendy Prezament, have been here to see the works and were moved by the presentation," adds Briansky.

The sale of Pinchuk's family business last year has enabled him to devote himself entirely to the Foundation, creating significant expansion in 2006, with many more projects on the way.

"We want to make a difference in the world that has given so much to us," says Blair.

If you have art to donate or would like more information, please call Earl or Gary at 514-846-3811 or visit www.artforhealingfoundation.org

Maimonides has started a new Art for Healing fund to support this project. Tax-deductible donations can be made by calling (514) 483-2121, ext. 2207.



Artist Rita Briansky stands beside the work of her late husband, Joseph Prezament. Below are works from the Joseph Prezament Gallery on the 5th floor at Maimonides.



Above and at left are works by Mamie Colton, Myrna Brooks Bercovitch and from the A. McKenzie Brockman Collection.

