



Press release

The 'Portraid' project: Buy a piece of art – give a bit of sight

Defeating cataracts with portrait purchases

Berlin artist Thomas Rusch photographed Moroccan artisans who are at risk of blindness. Buying their portraits now helps to finance the eye operations of those portrayed which helps them get their eyesight back. The Serviceplan Group supports the project.

Hamburg, 23 March 2015 — Cataracts is a common eye disease and the leading cause of blindness among elderly Moroccan craftsmen who work in small workshops. It causes loss of sight for most of them and has far-reaching consequences. With insufficient vision they are no longer able to practice their profession and can no longer support their families. Poverty is usually inevitable. However, a simple operation to remove cataracts, whilst of enormous value for the craftsmen's families, is neither complicated nor expensive by European standards.

This is where "Portraid" comes in. The project was launched by the ABURY Foundation in collaboration with the photographers Ilyass Triba and Thomas Rusch to support the "Artisans sans Cataracte" initiative. Thomas Rusch photographed a total of 89 affected, who can now be helped directly. With the purchase of each portrait the operation for the depicted person is paid for. Thus the artisans regain their eyesight and can again practise their profession again and continue the centuries old crafts.

The Serviceplan Group supports "Portraid" along with other partners, including the National Geographic, The Spiegel, Bild-Kunst and Jos. Eschenbach.

On the website portraid.org full information and detailed documentation of the project are listed. There, all 89 portraits can be viewed and purchased. Buyers receive a signed single work, 42 x 60 cm in size, printed on fine art Baryta, in a black stained wood frame with anti-reflective glass. In addition, the photographs can be viewed from March 27 to April 13, at the "iseeyousee" exhibition in the Berlin Embassy of the Kingdom of Morocco (Niederwallstrasse 39, 10117 Berlin).



About "Portraid"

The "Portraid" project was launched by the ABURY Foundation in collaboration with photographers Ilyass Triba and Thomas Rusch to support the "Artisan sans Cataracte" initiative. The ABURY Foundation was founded in 2011 by Andrea Kolb. Its goal is to preserve traditional handicrafts, create living environments and support educational projects. The Moroccan ophthalmologist Dr. Abderrahman Raiss travels from Casablanca two to three times a year for four to ten days with his traveling surgery. He operates up to 20 indigent patients daily without charge and frees them from cataracts. Together with the Fondation Dar Bellarj from Marrakech, which is dedicated to the preservation of traditional craftsmanship and his Fondation Al Bassar they founded the "Artisan sans Cataracte" initiative, with the aim of freeing craftsmen from eye disease.

For more information on www.portraid.org or Andrea Kolb / ABURY Foundation andrea.kolb@abury.net or thomas@thomasrusch.com.

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