

Charming Lovable FOOTIE for the New Generation of young Footballers

The St. Gallen artist Sabeth Holland has created the Bear with Ball, the Lovable FOOTIE, especially for the gala night of football in eastern Switzerland. Thanks to a sponsorship from alea iacta ag, it will be made available as one of the top-class raffle prizes. In this way, the work of art will help to ensure that the benefits of the event go as high as possible to help promoting the young footballers of "Future Champs Ostschweiz".

Birds, dogs, cats, fish, bears: These colourful, friendly and refreshing Lovables have been among the sculptures for which Sabeth Holland is known at home and abroad. "I am very happy that one of these works can now be used for a good cause," says the artist, "and creating a little bear with a ball for the first time was such a nice experience for me." The fact that the proceeds of the raffle and the entire soccer night will support the next generation, she says, is what particularly motivated her in this work.

The Ostschweizer Nacht des Fussballs - www.fussballnacht.ch - will take place on October 29 as a charity event for the promotion of young footballers in eastern Switzerland. The St. Gallen communication agency alea iacta ag, which itself houses a fine collection of Sabeth-Holland artworks in its premises, is involved as the donor of the sculpture.

Sabeth Holland entered the public eye in 1991 with her first solo exhibition and has since exhibited regularly throughout Europe as well as in America and Asia. She lives and works in St. Gallen and also in nearby countries, on sculptures, installations, digital interventions and art and construction projects as well as publicly commissioned works.



Marlène Tinner of alea iacta ag with Lovable FOOTIE and Sabeth Holland in Black (as always).