

# THE PINK ROOM: A GALLERY FOR GOOD

## Exhibition

Sep. 1-2 The Estate Makati, SM Aura, Taguig

Sep. 4-14 L2 The Brittany Hotel BGC

## Live Auction

Sep. 14 Brittany Hotel BGC, 6 PM





CURATED BY CAROL KARTHE

Your generous support and belief in our cause have made this event possible.

**Carol Karthe**, for breathing life into this project as exhibition curator.

**Endo Lighting with Metal-Lite** and its innovative solutions for literally shining a light on hope.

**Green Tee Inc.**, without your generous donation of sneakers, we would not be able to take our first steps.

Our partners, **The Estate Makati**, **SM Aura**, and **Brittany Hotel BGC**. It is through your welcoming spaces that we can create ours.

**Carmina Sanchez-Jacob**, **Joy Sorongon & Archilyn Valencia** for bringing an idea to fruition

We appreciate your contributions and look forward to continuing our partnership in the fight against breast cancer.





## AUCTION

SAT 14 SEP 2024, 6:00 PM

## VENUE

L2, THE BRITTANY HOTEL, BGC

## CONTACT

63 967 114 7876

## EMAIL REGISTRATION FORMS TO:

[thepinkroomgallery@gmail.com](mailto:thepinkroomgallery@gmail.com)



As we reach the milestone of our 25th year as a foundation, we at ICanServe Foundation are acutely aware that our journey is far from over.

We have evolved from an association of breast cancer survivors who hosted lunches and meriendas for the newly diagnosed and visited public hospitals to a foundation that now invests and helps shape the country's healthcare system. We have emphasized the importance of taking charge of one's health and early breast cancer detection.

Seventeen years ago, we got our mission down pat. Since then, we've been setting up community-based comprehensive breast cancer control programs for various localities, getting them enshrined in local laws to establish the first comprehensive cancer control program for any cancer in the country.

We have been training healthcare workers on early detection, early diagnosis, access to timely treatment, and better cancer care management. We have been funding patients in need of cancer treatments and medical procedures.

We co-founded the Cancer Coalition Philippines and spearheaded the lobby for the passage of the National Integrated Cancer Control Act of 2019 to address the gaps in cancer care.

We believe women and girls are the lights of homes and worth the investment, no matter their cancer stage. They are the center of gravity that keeps a family alive.

ICanServe has touched the lives of at least 300,000 women in the past 25 years.

And yet, there is still an immense amount of work to be done.

For our silver anniversary, we asked ourselves: How can we better raise breast cancer awareness and support those impacted by a diagnosis?

We drafted the blueprint of a dream art project and a wish list of artists who, without hesitation, said yes to saving a life through art.



At The Pink Room: A Gallery for Good, icons in Philippine contemporary art have embarked on a truly unique project. They have each transformed and reimagined a globally recognized cultural fashion icon, the Nike Air Force 1 Triple White sneaker, into a one-of-a-kind art piece.

Two of the artists on the roster are breast cancer survivors; several are children of cancer survivors, and many have connections to cancer, making their artistic contributions even more powerful and moving.

We can attach many labels to them: painters, sculptors, mixed media artists, illustrators, architects, abstract artists, printmakers, award winners, and National Artist. But they are collectively our ICONS OF HOPE.

Proceeds from this auction will enable ICanServe Foundation to fund treatments and medical procedures for breast cancer patients, launch high-impact literacy campaigns, invest in training public healthcare workers on early detection, and create breast cancer control programs.

The Pink Room is more than an exhibition of twenty-seven celebrated artists' creations uniting to champion our mission to save lives. It is a powerful symbol of collective action, a vibrant and inspiring testament to the power of creativity and the art of advocacy.

## ICANSERVE FOUNDATION INC.

### Board Members

Kara Alikpala	Crisann Celdran	Sheila Cruz
Ina Vergel de Dios	Nikoy de Guzman	Marge Jorillo
Bangge Mabanta	Dr. Cecille Montales	Doris Nuval
Bibeth Orteza	Bettina Osmena	Tang Singson
Carla Sison	Me'anne Solomon	Libet Virata



# The Pink Room Auction Mechanics

## Registration

### **In-Person Bidders:**

- Register at the event venue during preview week and on auction day.
- Registration closes an hour before the actual auction.
- Provide valid identification and contact information.

## Auction Items

- 25 unique Nike Air Force 1 'Triple White' shoes customized by renowned Filipino artists.
- Preview: Items will be on display at The Pink Gallery from September 1 to 14.
- Catalog: Descriptions and images of each item will be available in the auction catalog.

## Bidding Process

### **In-Person Bidding:**

- Bidders will receive paddles with unique numbers upon registration.
- The auctioneer will announce each item, starting with the minimum bid.
- Raise your paddle to place a bid. Bids will increase in specific increments.

### **Telephone Bidding:**

- Register for telephone bidding in advance by contacting Joy at 0967 114 7876 or email filled up and signed Bid Registration Form at [thepinkroomgallery@gmail.com](mailto:thepinkroomgallery@gmail.com).
- A dedicated staff member will call you on auction day to relay bids on your behalf.

### **Absentee Bidding:**

- Register for absentee bidding in advance by contacting Joy at 0967 114 7876 or email filled up and signed Bid Registration Form at [thepinkroomgallery@gmail.com](mailto:thepinkroomgallery@gmail.com).
- A dedicated staff member will call you to confirm your absentee bids.

## Bid Increments

### **Minimum Bid Increment:**

The minimum amount by which a bid can be raised will be announced by the auctioneer and displayed on the screens.

### **Reserve Price:**

The reserve price per lot is the minimum price.

## Winning Bids

- The highest bid acknowledged by the auctioneer when the hammer falls wins the item.
- Winning bidders will be provided with a confirmation slip and payment instructions.

## Payment

- Payment Deadline: All payments must be completed by within the two weeks after auction.
- Payment Methods:  
In-person: Cash, credit/debit card, or bank transfer.

## Item Collection

### **In-Person Collection:**

Winning items can be collected at The Pink Room Gallery upon payment confirmation.

### **Shipping:**

Arrangements for shipping can be made for an additional fee. Shipping details and costs will be provided upon request.

## Terms and Conditions

- All sales are final, and no returns or exchanges will be accepted.
- All items are authentic. Certificates of authenticity will be provided.
- The organizers are not liable for any damages or losses incurred during the auction or shipping process.



## PARTICIPATING ARTISTS

### Participating Artists For Auction


Benedicto 'BenCab' Cabrera  
National Artist For Visual Arts

Arce  
Carlo Tanseco  
Daniel Dela Cruz  
Gerry Tan  
Jinggoy Buensuceso  
Katrina Cuenca  
Manny Garibay  
Melissa Yeung Yap  
Monica Delgado  
Plet Bolipata  
Ronald Ventura  
Tracie Anglo Dizon

Carlo Calma  
Christina Dy  
Elmer Borlongan  
Gus Albor  
Jose Santos III  
Lydia Velasco  
Max Balatbat  
Mm Yu  
Pam Yan Santos  
Rm De Leon  
Toym Imao  
Vien Valencia

### Participating Artists For Raffle

Lilianna Manahan  
Ciane Xavier







Benedicto 'Bencab' Cabrera



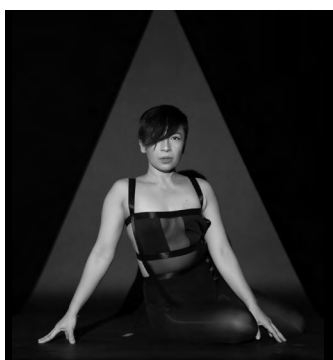
Arce



Carlo Calma



Carlo Tanseco



Christina Dy



Ciane Xavier



Daniel Dela Cruz



Elmer Borlongan



Gerry Tan



Gus Albor



Jinggoy Buensuceso



Jose Santos III



Katrina Cuenca



Lilianna Manahan



Lydia Velasco



Manny Garibay



**Max Balatbat**



**Melissa Yeung Yap**



**Mm Yu**



**Monica Delgado**



**Pam Yan Santos**



**Plet Bolipata**



**RM De Leon**



**Ronald Ventura**



**Toym Imao**



**Tracie Anglo Dizon**



**Vien Valencia**





# LOT 01

## Christina Dy

Visual artist and pole dancer Christina Dy, or “CD” to her friends, did a breast self-exam in 2018 after seeing an ad from ICanServe urging women to do so. Even though she had no family history of cancer and led a healthy lifestyle, she felt a lump that turned out to be stage 1 breast cancer.

For her artwork entitled “Bloom,” she draws inspiration from Kintsugi, the Japanese art of repairing broken pottery with gold. It reminds her of the impermanence of life— how life is unpredictable, and sometimes things break. But those breaks can be mended — and in kintsugi, it is done with gold to highlight the scars, not to hide them. Then, those scars become a significant part of the story.

This shoe, for her, represents the courage to pick up the pieces and make something beautiful out of the life she was given.

On joining The Pink Room, she shares: “With the combined efforts of the ICanServe community, multiplied by the reach of 25 amazing artists and the power of the Nike brand— how many people can we reach with this message? How many lives can we save?”



## BLOOM 2024

acrylic leather paint on Nike Air Force 1 ‘Triple White’  
16 x 15 x 12 inches with acrylic case

shoe size  
WOMENS - 6.5





## LOT 02

### Pam Yan Santos

In 2009, modern and contemporary artist Pam Yan Santos received the CCP Thirteen Artists Awards and was shortlisted for the Ateneo Art Awards. Her works, which reflect her experiences as a mother, artist, and wife, have been exhibited in France, Singapore, Hong Kong, and Slovakia.

Participating in the Pink Room is deeply personal for the artist and her family. “I know how any form of help can give hope to families affected by cancer.”

The art piece alludes to the famous nursery rhyme, The Old Woman Who Lived in a Shoe, in which an old woman tries to attend to all her duties as a mother and a homemaker despite her challenging situation.

The work, “The Homemaker’s Shoes,” is an homage to the influential women in her life: her mom, who is currently battling cancer, and her sister, who is a breast cancer survivor.

Her art piece is also dedicated to those fighting to live for their families and loved ones despite the odds.



### THE HOMEMAKER’S SHOES 2024

paper collage on Nike Air Force 1 ‘Triple White’,  
fabric, wood, cast resin and acrylic casing  
12.40 x 14.76 x 11.02 inches



## LOT 03

### Gus Albor

Gus Albor is a renowned painter and sculptor known for his abstract minimalist art. His works have represented the Philippines in major exhibitions and art events abroad, such as the Museum of Philippine Art (MOPA) in 1981 and the Pacific Asia Museum in California in 1984.

"Something Funny Happened on the Way to Olympus" embodies his art style with its meditative simplicity and restrained color palette.

When asked about the inspiration behind the art piece, "It's fun to play around with objects; especially if they are flying objects."



### SOMETHING FUNNY HAPPENED ON THE WAY TO OLYMPUS 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16" x 15" X 12" with acrylic case

shoe size  
MENS - 10





# LOT 04

## Tracie Anglo Dizon

Surrealist painter Tracie Anglo Dizon honed her skills in arts and design in New York. After 15 years of working as an art director in Manila, New York, and Singapore, she returned to painting. Her works challenge preconceived notions of perfection and flawlessness in art.

As the sister of a cancer survivor, Dizon learned to cook for her sister while she was undergoing chemotherapy in the States, where her sister lives. Dizon appreciates and believes in ICanServe's cause. The healing power of good food inspired her piece for The Pink Room.

Entitled "The Hunger to Live," it is also inspired by her kids' love for fashion, sneakers, and Nike.

In her words, "I wanted to make the artwork appealing not just to art aficionados but to my kids, who are sneakerheads. You may notice a big food thing going on. I always try and incorporate food into my paintings because we love food, it's our family's love language, and I thought, why not paint chorizo (yum), peppers, and fish (my daughter loves fish) on shoes? When painted on sneakers as a canvas, it looks surreal."



## THE HUNGER TO LIVE 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16" x 15" X 12" with acrylic case

shoe size  
WOMENS - 8





## LOT 05

### Carlo Tanseco

Carlo Tanseco has captivated audiences with his unique and evocative artwork. Celebrated for his creative explorations of Philippine history and thought-provoking social commentary through pop art, his recent exhibitions have been met with tremendous acclaim. Tanseco's innovative approach and distinctive style resonate deeply with art enthusiasts and collectors alike. The consistent success of his sold-out shows underscores his significant impact on the contemporary art scene.

As a friend and collaborator of ICanServe since 2004, the decision to join The Pink Room was easy for Tanseco to make. Moved by the advocacy, he saw the project as a creative challenge that allowed him to explore new ways to express his art, with the Nike Air Force 1 as a canvas.

His artwork "Lupang Hinirang" is inspired by the cancer survivors and volunteers behind the foundation, whom he considers the country's modern-day heroes.

"It is very easy to lose hope when faced with adversity, especially that which challenges mortality. But when you have the heart of a hero, you not only overcome these challenges but equip others with the most valuable of all qualities a hero stands for: hope. I see the parallelism of our National Heroes' love for country with the Foundation's love for life," he shares.

Tanseco enjoyed combining the Nike logo, a symbol associated with victory, with the pink ribbons of ICanServe that represent breast cancer awareness. Together, they mean victory over breast cancer.



### LUPANG HINIRANG 2024

acrylic leather paint on Nike Air  
Force 1 'Triple White'  
16" x 15" X 12" with acrylic case

shoe size  
MENS - 11  
WOMENS - 12.5



# LOT 06

## Carlo Calma

Carlo Calma is a US-educated visual artist and London-trained architect known for his progressive, art-informed style, infused with Filipino contemporary identity. Constantly pushing the boundaries between art and architecture, his design studio focuses on leveraging Filipino ingenuity and craftsmanship.

After opening the avant-garde Asador Alfonso in Cavite, his studio's woven-themed pavilion was chosen to represent the Philippines at the World Expo 2025 in Osaka.

His work for The Pink Room, "The Exoskeleton," features a wooden sectional apparatus enclosing the iconic Nike Air Force 1. "It is a wooden sectional armature with a ribbed lattice structure that creates a very architectural silhouette. Designed to be worn as an exoskeleton of your body, it captivates users and gives them both protection and a means to defy gravity," Calma explains.



## THE EXOSKELETON 2024

wood on Nike Air Force 1 'Triple White'  
with lighted display base  
19.5" diameter base 10" H

shoe size  
MENS - 9



# LOT 07

## Jose Santos III

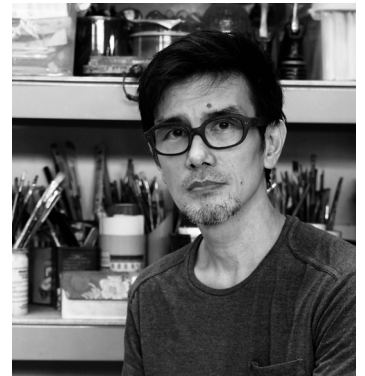
Mixed Media Artist Jose Santos III's works have been featured in numerous exhibitions, including ArtBasel Hong Kong in 2012 and The Armory Show in 2018. He is the first Southeast Asian artist to be displayed at the Hirshhorn Museum and Sculpture Garden in Washington, D.C.

Santos III's dedication to social causes is clearly demonstrated through his active involvement in the Pink Room project.

"I see any opportunity for an artist to help a worthy cause through one's creativity as a blessing and a chance to impact people's lives that goes beyond the usual viewing and experience we have with an art piece."

His piece "Shoe Strings" exemplifies his innovative artistic techniques. Santos III challenges conventional interpretations by using a wrapping method to obscure meanings and perceptions, a style he has embraced for as long as he can remember. By encasing the sneakers in socks, he distorts their meaning and reverses the traditional roles of inside and outside. He further complicates this by allowing the shoelaces to extend outside of the socks, thus recontextualizing the meaning of the sock itself.

Additionally, the artist has woven a net of abaca and cotton strings, creating a playful pun that bridges the visual and verbal elements of his work, ultimately leading to the title "Shoe Strings."



## SHOE STRINGS 2024

resinated fabric, string, and Nike Air  
Force 1 'Triple White'  
7.5 x 16.5 x 14.5 inches





# LOT 08

## Max Balatbat

Renowned artist Max Balatbat brings his distinct and evocative style to life for The Pink Room: A Gallery for Good, crafting a masterpiece that blends art with purpose. Winner of the prestigious Florence Biennale International Award “Lorenzo il Magnifico” in 2009 and the grand prize at the GSIS Art Awards, his mixed media works have graced exhibitions in prominent European and Asian art centers. His latest contribution reflects his creative vision and passion for meaningful causes.

For him, this project is more than just an artistic endeavor—it’s deeply personal. Balatbat’s mother is also a survivor, and he feels a strong connection to the fight against cancer. Through this work, he showcases his artistic brilliance and heartfelt commitment to supporting those impacted by the disease.

Balatbat believes the Nike Air Force 1 shoes are a perfect canvas for this artwork. “Kahit walang anumang ilagay, malinis, maayos, mahusay ang mga linya,” he says. “Lalo pa siguro kung lalagyan mo ng pintura, at lalapatan ng dagdag na disenyo, na mas maangat at mas lilitaw.”

In his piece entitled “Waterproof,” he deconstructs the form and silhouette of the shoes, only to reconstruct them with layers of paint and intricate design, creating a powerful new perspective.

Reflecting on his process, he believes there is beauty in objects that carry scars from the past. “May bagong kaluluwa, bagong pag-asa sa buhay. Mga problema na dumudurog ng pagkatao, kagaya ng sakit, ngunit lalampasan at gagawa itong ng panibagong istorya.”



## WATERPROOF 2024

Nike Air Force 1 ‘Triple White’  
assemblage on canvas  
18 x 24 x 4 inches



# LOT 09

## Arce

Sculptural painter Arce's unique and innovative use of experimental media has piqued the interest of art collectors and enthusiasts. His collections, showcased at Art Underground and the recent Fort Santiago, Manila exhibit, have left a lasting impression.

His work for the Pink Room, "InsePAIRable," is characterized by the structural folds of paint, a technique where he meticulously layers and manipulates paint to create three-dimensional forms on the Nike Air Force 1. This technique creates folds and creases that give depth and texture, adding a unique dimension to his art.



## InsePAIRable 2024

oil on Nike Air Force 1 'Triple White'  
with mirror base  
15 x 15 x 16 inches with acrylic case





# LOT 10

## Vien Valencia

Vien Valencia, a versatile mixed media artist, has transitioned from expressing personal experiences to embracing the artistry of indigenous communities. Notably shortlisted for the Ateneo Art Awards 2023, Valencia is the visionary behind Nomad Projects, dedicated to exploring the evolving landscapes within local communities.

His untitled piece for the Pink Room transforms everyday materials into a powerful representation of deconstruction and reimagining. Through his support of the ICanServe Foundation, he exemplifies his belief in the empowering nature of art, uniting people for a meaningful cause.



## UNTITLED 2024

putty and filler on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case



# LOT 11

## Elmer Borlongan & Plet Bolipata

Embarking on a unique artistic journey, the husband and wife duo Plet Bolipata and Elmer Borlongan have collaborated on two pairs of Nike Air Force 1 sneakers, infusing them with their creative styles and shared passion for a meaningful cause.

Mixed Media Artist Plet Bolipata earned the Freeman Fellowship at the Vermont Studio Center in 2006 and received the Natividad-Galang Fajardo Award from the Ateneo Library of Women's Writings in 2012. Her works have been exhibited and collected across the country's leading galleries.

Figurative Expressionist Artist Elmer Borlongan is one of the country's leading figurative expressionist artists. He is a celebrated figure among the local art circles, an active member of artist groups, and an organizer of various artist collectives. He was awarded a CCP Thirteen Artists Award in 1994.

"It's a Puzzlement" serves as a heartfelt tribute to Bolipata's best friend, who tragically lost her battle with cervical cancer. This project encapsulates the artists' shared experience of navigating the complexities of a diagnosis, likening it to the challenge of piecing together a puzzle.

In their design, the artists transformed the Nike swooshes into the ends of the pink ribbon, a universally recognized symbol of breast cancer awareness. The angel wings represent their surrender to a higher power, honoring those who have passed and are now in heaven.

"Art has the power to advocate for important causes, and supporting causes such as these aligns with our values as artists."



## IT'S A PUZZLEMENT 2024

mixed media on Nike Air Force 1 'Triple White'  
32 x 15 x 12 inches with acrylic case



shoe size  
MENS - 10  
WOMENS - 8.5



## LOT 12

### Monica Delgado

Monica Delgado, a mixed media artist and New York-based visual creator, is a globally recognized figure known for her structural approach to acrylic painting. Her works have been featured in solo and group exhibitions worldwide, with pieces included in permanent collections in Manila, Singapore, and New York.

The cause of breast cancer holds a personal significance for Delgado, as her mother and several close family members have battled the disease. Through her involvement in the Pink Room, Monica Delgado seeks to honor the courage, vulnerability, and resilience of those who have faced or are currently confronting the challenges of breast cancer. She aspires for her art to serve as a beacon of hope and a reminder of the inner strength that resides within each individual.

Regarding her artwork “Rebranded,” she explains: “Wrapping a found object in paint is my unique approach to creating art. This method aims to establish a connection between the literal and symbolic acts of wrapping, covering, and binding, as well as the physical and emotional dimensions of breast cancer. Whether it represents enveloping our loved ones in love, hope, and resilience during their fight or the literal bandages that shield and protect the wounds from medical intervention, I present an object that invites reflection on the complex interplay of vulnerability, strength, protection, and concealment.”



### REBRANDED 2024

acrylic on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case



# LOT 13

## Gerry Tan

For three decades now, Filipino contemporary artist Gerry Tan has led a thriving career, representing the Philippines in local and international art exhibitions. Known for his mutable artistic practice, his dynamic works range from his spin and skateboard paintings to his silk screens and photorealistic oils to his popular collage-based artworks that visually display collected fragments of Filipino culture and society.

A recipient of the Cultural Center of the Philippines' 13 Artists Award, Tan is among the participants of The Pink Room: A Gallery for Good, which he deems a worthy project as it shines the spotlight on breast cancer, the plight of cancer survivors, and what others can do to help. "I consider this project very valuable in creating a supportive community for cancer patients that is essential to healing," he says.

His artwork for The Pink Room is "you are t(here)," inspired by the tiny holes at the tip of the Nike Air Force 1. He shares the dots, which remind him of those seen on maps. "I always get lost," he admits, "so I look for those dots in maps, which say 'you are here'. I decided to connect those dots on the shoes that bring you around those dots. Hence, the title refers to one's location."



## you are t(here) 2024

acrylic leather paint on Nike Air  
Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

shoe size  
MENS - 8



# LOT 14

## Lydia Velasco

Local and international collectors have sought after the works of abstract figurative artist Lydia Velasco for her distinctive portrayal of women. A member of the Art Association of the Philippines, she also chairs Kulay Marikina—an artists' collective that supports the youth community through the arts.

The Pink Room: A Gallery for Good is close to her heart, as Velasco herself is a breast cancer survivor.

Having struggled through pain and feelings of sadness, anger, confusion, and fear during treatment and then surviving breast cancer, gave her a more profound outlook on life, more inspiration for her craft, and a deeper relationship with the Almighty.

Her art piece "Been there, Beat That" is inspired by her favorite subject: women, who, to her, are delicate but strong.



## BEEN THERE, BEAT THAT 2024

acrylic leather paint on Nike Air  
Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

shoe size  
WOMENS - 7.5





# LOT 15

## Daniel dela Cruz

Originally an acclaimed product designer, Daniel de la Cruz successfully transitioned into the art world, creating sculptures as heartfelt tributes to his subjects.

Beyond his artistry, he is a passionate advocate for cancer survivors, using his platform to support and inspire those in need.

For ICanServe's The Pink Room, dela Cruz transforms the Nike Air Force 1 shoe into a stunning artwork, Pegasus 1. The sculpture is inspired by Nike, the goddess who personifies victory in art, music, war, and athletics. This piece features wings and a horse's body to symbolize freedom.



## PEGASUS 1 2024

Nike Air Force 1 'Triple White',  
polyester resin horse body,  
electroplated metal wings on  
a stainless steel plate

19 x 10.75 x 15.75 inches



# LOT 16

## Jinggoy Buensuceso

Sculptor and designer Jinggoy Buensuceso challenges the boundaries of contemporary art and design in his furniture designs and metal sculptures. He is a three-time Mugna awardee.

Buensuceso views sneakers as an iconic symbol of contemporary pop culture. In his work “Relic,” he has crafted a series of sculptures designed to endure the test of time, resisting tarnishing and degradation. This piece represents a unique interpretation of his signature metal art and marks his inaugural exploration into shoe sculpture.

The aluminum shoes and accompanying box are meticulously cast from Nike Air Force 1 Triple Whites. The piece is serialized with significant numbers, including the artist’s birthday and “02,” and is cast in silver to commemorate ICanServe’s silver anniversary.



## RELIC 2024

serial number 033182-002

aluminum casted Nike Air Force 1  
‘Triple White’

left: 12 x 6 x 5 inches  
right: 12 x 6 x 5 inches  
box: 14 x 19 x 14 inches



## LOT 17

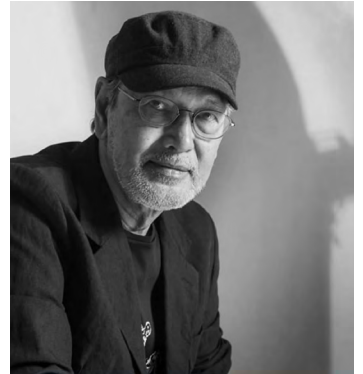
### Benedicto 'BenCab' Cabrera

National Artist for Visual Arts Benedicto 'BenCab' Cabrera is widely hailed as a master of contemporary Philippine art. He has exhibited and won significant awards for his paintings, prints, and photography in Asia, Europe, and the United States. A champion of indigenous Cordillera arts and crafts, he established the Tam-Awan Village and Bencab Museum in Baguio under the BenCab Art Foundation.

Cabrera has had plenty of experience collaborating on art projects to raise funds for charities. "I believe in ICanServe Foundation and how it provides hope and help to women with breast cancer."

For someone who wears sneakers "all the time", The Pink Room concept appealed to him. He did find it a bit of a challenge to have such "a unique and small canvas" in the Nike Air Force 1 Ultra White.

On his work "Solemates," BenCab said: "I had to creatively work around the limited space. I painted a pair of sneakers before, but they were just wipings of leftover paint from my brush...so it's the first time I do a proper painting on shoes!"



## SOLEMATES 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case



shoe size  
MENS - 12



# LOT 18

## Ramon Manuel “RM” De Leon

Rising to prominence in the late 1980s, Ramon Manuel “RM” De Leon has built a distinguished career with his formidable works ranging from sophisticated abstracts to satirical pop art. In 1997, he became the first Filipino to receive a painting scholarship at the prestigious Vermont Studio Center.

The protégé of Roberto Chabet, Father of Philippine conceptual art, De Leon immediately accepted the opportunity to collaborate with The Pink Room. “Help while you can,” he encourages. The advocacy is personal because his sister and close relatives went through cancer. He dedicates his artwork to them, especially those without means of quality cancer care. “With this project, I had the means to be of service to those in need,” he says.

Known for creating works that are unbound and out of the box, he applies the same philosophy to his creation for The Pink Room, the straightforwardly titled, “White Hair on White Rubber Shoes with Straps.”

De Leon’s inspiration for redesigning the Nike Air Force 1 was to amplify its wearability. “It’s a blank white canvas I can work on, and I wanted to make it look new from its original plain look,” he shares, adding that he loves “dressing up even my own shoes to give it new flair.



## WHITE HAIR ON WHITE RUBBER SHOES W/ STRAPS 2024

mixed media on Nike Air Force 1 ‘Triple White’  
16 x 15 x 12 inches with acrylic case



# LOT 19

## Manny Garibay

Emmanuel Garibay, an expressionist figurative artist, has not only garnered acclaim as a cultural icon in Philippine art but also achieved international recognition for his thought-provoking works focusing on social commentaries. His second prize at a major art show in Spain in 1994 and the CCP Thirteen Artists Awards in 2000 are a testament to his global influence. He has captivated audiences across Europe, Asia, and the United States, connecting them through his powerful art.

“Hakbang,” a compelling artwork by Garibay created exclusively for the Pink Room, serves as a poignant reminder of the vital steps needed to raise awareness for breast cancer prevention. Garibay incorporates elements such as a pink rose and a woman clutching her breast to symbolize the resilience and determination necessary to face challenging times with courage and strength.



## HAKBANG 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case



shoe size  
MENS - 12

# LOT 20

## Daniel dela Cruz

Daniel dela Cruz's fascination with molding clay and creating figures as early as childhood is evident in his work. His passion for sculpture never left, even as he embarked on the handicraft export industry.

Using electroplated metal wings and polyester resin, dela Cruz's second art piece for The Pink Room, Pegasus 2, transforms the Nike Air Force 1 sneaker into a horse's body, signifying the spirit of running free.

His artistic journey reflects a deep commitment to merging art with purpose, making a meaningful impact through his creations and advocacy.



## PEGASUS 2 2024

Nike Air Force 1 'Triple White',  
polyester resin horse body,  
electroplated metal wings on  
a stainless steel plate

16 x 11.75 x 16.75 inches





## LOT 21

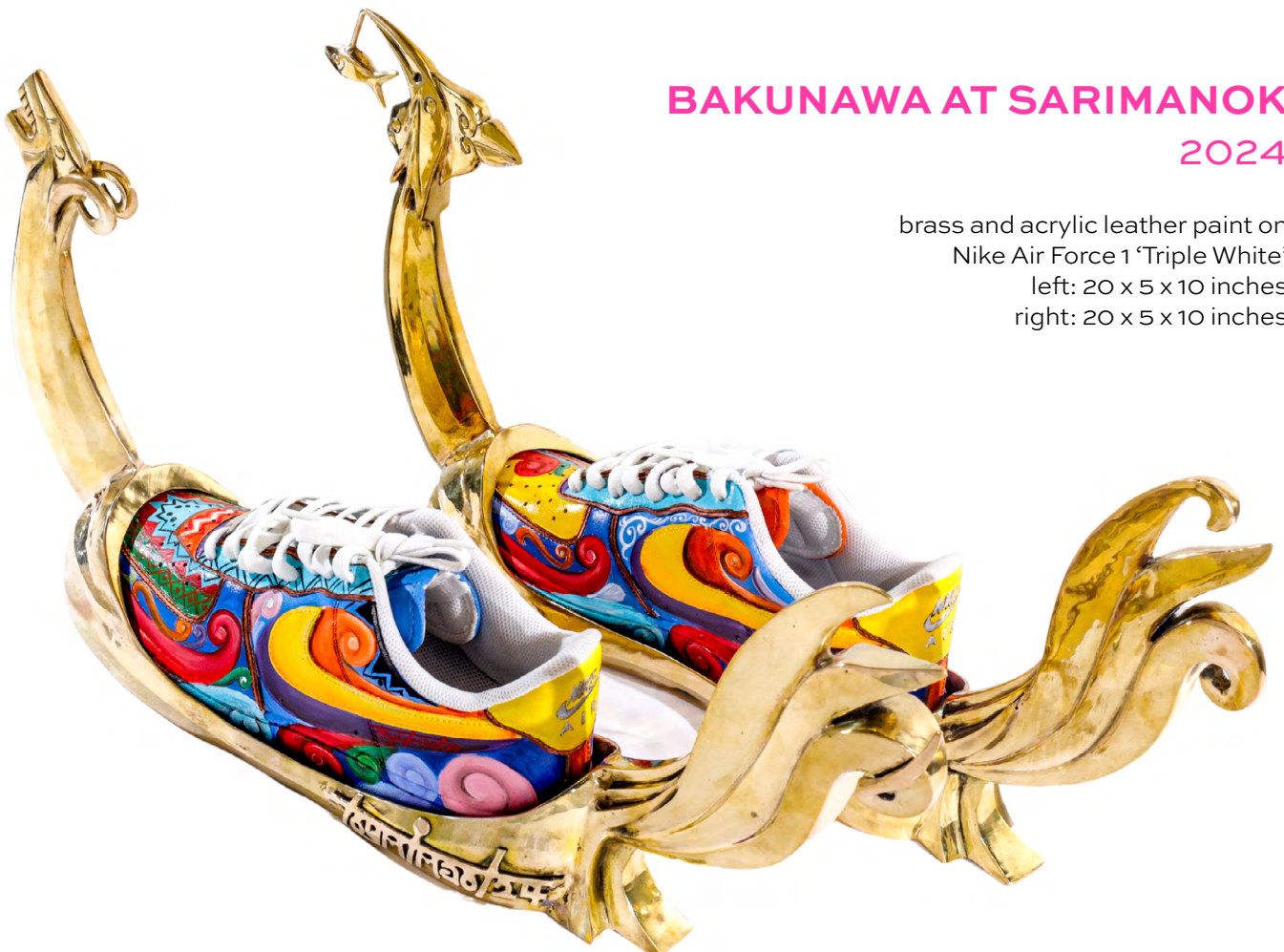
### Toym Imao

Toym Imao is a multi-awarded visual artist, art educator, and human rights advocate whose multidisciplinary art is known for its commentary on Filipino social conditions. Known for his large-scale art installations, he is also a set/production designer for theater and film. Imao currently serves as chair of the President's Committee for Culture and the Arts (PCCA) chair for the entire University of the Philippines system and is an Assistant Professor at the UP College of Fine Arts.

“Bakunawa at Sarimanok,” Imao’s artwork for The Pink Room, is an homage to the artist's ancestry—his father, National Artist Dr. Abdulmari Imao Sr. is a Tausug/Mindanaoan, and his mother is Kapampangan.

Taking his cue from the Nike Air Force 1, Imao developed a design inspired by two Filipino mythical creatures who inhabit the air/heavens: the "Sarimanok" from Mindanao and the "Lau" or serpent from Kapampangan lore. The Sarimanok, a Maranao folk icon, is a colorful mythical bird introduced to the artist through his father’s artwork.

Like the “Bakunawa” of Visayan lore, the Lau traces its origins to pre-colonial mythology. The artwork on the shoe is a contemporary take on the “okir”(traditional motifs) and pre-colonial patterns of the Philippines.



### BAKUNAWA AT SARIMANOK 2024

brass and acrylic leather paint on  
Nike Air Force 1 ‘Triple White’  
left: 20 x 5 x 10 inches  
right: 20 x 5 x 10 inches

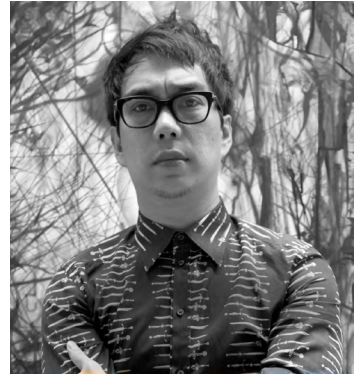
# LOT 22

## Ronald Ventura

One of Southeast Asia's most acclaimed artists, Ronald Ventura's thought-provoking body of work has graced the walls of galleries and museums worldwide. Layered, mixed-media masterpieces evocative of the multifaceted national identity of the Philippines, his artworks are among the most sought-after in the country.

Ventura brings his existential mash-up of styles, which range from hyperrealism and graffiti to classical and cartoons, with "Swoosh of Resilience." Presented with a unique medium in the form of a pair of Nike Air Force 1, he sees this collaboration with ICanServe's The Pink Room as an opportunity to merge his creativity and advocacy.

Highlighting the theme of disaster response and resilience, his artwork features a dragon on one shoe, representing strength and resilience, and on the other, images of recent rescues and disasters relating to Typhoon Carina (Gaemi). Adding vitality to the artwork is his use of orange, the color of life vests and safety gear, symbolizing rescue operations and safety, particularly in water-related disasters. Orange is also tied to adventurous and sporty contexts and is historically a powerful color associated with Buddhist monks and illumination. More than being a decorative item, Ventura's intelligent and intentional use of cultural and historical imagery hopes to inspire a meaningful commentary on current events and our cultural heritage.



## SWOOSH OF RESILIENCE 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

shoe size  
MENS - 12





# LOT 23

## Melissa Yeung Yap

Mixed media artist and sculptor Melissa Yeung Yap is no stranger to collaborating with advocacy organizations. The founder of Got HeART Foundation, Melissa is a social entrepreneur who has dedicated her life working with various communities, from PWDs to farmers, indigenous peoples, and local artists and artisans. Her immersion into different marginalized sectors and exposure to social development not only deepened her fascination with cultural heritage and anthropology but it also fueled her art.

Melissa's paintings and sculptures revolve around the themes "IndiGenius" and "Moderd ARThropology," celebrating indigenous ingenuity and offering a modern take on their culture and history. Her artworks, exhibited in London, Wales, Vienna, Fukuoka, Singapore, Tokyo, and Manila, encourage reflection on Filipino indigenous heritage and promote a progressive mindset imbued with deep respect for the environment, art, and culture.

For The Pink Room, Melissa's signature art style is evident in "Blossom Trail," a breath of fresh air with its delightful use of fun and light colors. The healing power of art inspires the artwork. "Art has always been therapeutic for me," says Melissa, "and it's so nice to be able to share my art in a way that'll also contribute to other people's healing journey."



## BLOSSOM TRAIL 2024

acrylic leather paint on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

shoe size  
WOMENS - 7.5





# LOT 24

## Katrina Cuenca

Mixed media artist and sculptor Katrina Cuenca is recognized for her unique gold leaf application and elegantly flowing visuals. As a self-taught artist, she has showcased her work in solo exhibitions and participated in group shows and visual art fairs throughout the country.

In her untitled piece for the Pink Room, Cuenca adorns the shoe in metallic foil and elements of her signature style, depicting her fascination with the beauty of motion and the natural movement of petals. Cuenca also attaches metal signatures on the shoe, adding to the piece's allure.



## UNTITLED 2024

acrylic leather paint on Nike Air Force 1  
'Triple White', metallic foil  
16 x 15 x 12 inches with acrylic case

shoe size  
WOMENS - 8.5



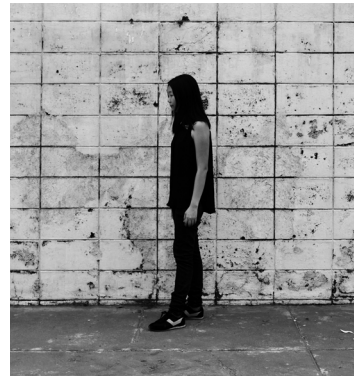
# LOT 25

## MM Yu

Abstract Artist and photographer MM Yu's works, which provide glimpses into her life and the world as she sees it, have the power to inspire. Her victory at the Ateneo Art Awards in 2007, along with her participation in international exhibitions, group shows, and successful solo exhibits, attests to the significant impact of her art.

Yu's involvement in The Pink Room and her creation of "Untitled Pantone" stem from her belief in the transformative power of art. She creates art that mirrors her perspective and experiences to raise awareness and inspire change and hope.

When asked about her process of creating the art piece "I chose acrylic paint. And as lines of colors are poured and directed, paint - as its natural characteristic - stops and turns as it generates its own path and unfolds its narrative. The accumulated pattern becomes the subject itself."



## UNTITLED PANTONE 2024

acrylic leather paint on Nike Air  
Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

shoe size  
WOMENS - 8





# RAFFLE

## Lilianna Manahan

Lilliana Manahan is a Manila-based mixed media artist, sculptor, and product designer. Recognized as one of the Rising Asian Talents at the inaugural Maison et Objets Asia in 2014, and shortlisted for the prestigious Ateneo Art Awards in 2018, Manahan has established herself as a prominent figure in contemporary art. Her works are celebrated for their whimsical and industrial features, seamlessly blending the realms of design and art. Manahan's unique visual language invites viewers to explore the delicate balance between imagination and craftsmanship.



“Imaginarium Gobstopper 97” is a captivating piece that showcases Lilliana Manahan's expertise in the material study of sculpted paper and metal. This artwork is a nostalgic tribute to her middle school days, where she fondly remembers the simple joy of buying Gobstoppers with her lunch allowance. The piece depicts the colorful candies as little worlds of color, revealing themselves layer by layer as they are consumed and enjoyed.

Through this special work crafted for The Pink Room, Manahan captures the beauty in seemingly mundane moments, reminding us to find golden nuggets of joy in our day-to-day lives.

## IMAGINARIUM GOBSTOPPER 97 2024

mixed media on Nike Air Force 1 'Triple White', metallic foil  
16 x 15 x 12 inches with acrylic case

**Lilianna Manahan has  
graciously contributed  
her Art Piece to this  
project, making it  
available for raffle.**

shoe size  
WOMENS - 6.5





# RAFFLE

## Ciane Xavier

Sculptor and Multimedia Artist Ciane Xavier was a finalist in the International Competition, collaborating with the Florence Biennale, Art Market Magazine, and Lens Magazine.

Xavier's goal for her art is to "question the viewer." Her artwork "Baroque Bunny Kicks" evokes the image of an old, worn-down structure with baroque-style embellishments that have been weathered over time.

The pop-surreal elements, such as the whimsical rabbit and the artist's character emerging from intricate patterns, infuse a playful twist that transforms the shoes into a striking statement, blurring the lines between past and present and the ordinary and the extraordinary.

Xavier's "Baroque Bunny Kicks" reminds us that the past is never truly lost; it continuously evolves and re-emerges in new forms, shaping our present and inspiring our future. This fusion of styles illustrates the continuity of time, where the distinctions between what was, what is, and what are seamlessly intertwined.



## BAROQUE BUNNY KICKS 2024

acrylic on Nike Air Force 1 'Triple White'  
16 x 15 x 12 inches with acrylic case

**Ciane Xavier has graciously contributed her Art Piece to this project, making it available for raffle.**

shoe size  
WOMENS - 6.5



Behind  
the  
Scenes







## BID REGISTRATION FORM



PADDLE NO.	LOT NO.	CATALOGUE/DESCRIPTION (Please type)	MAX BID
<div></div>			
BIDDING TYPE (Check one):			
<input type="checkbox"/> In-Person			
<input type="checkbox"/> Absentee			
<input type="checkbox"/> Telephone			

### PERSONAL INFORMATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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MOBILE NO. \_\_\_\_\_

E-MAIL \_\_\_\_\_

### AGREEMENT AND SIGNATURE

I acknowledge that I have read and agree to the auction mechanics and terms and condition of The Pink Room: A Gallery for Good auction.

I understand that all sales are final, and no returns or exchanges will be accepted.

I agree to complete payment for any winning bids by the specified payment deadline.

ICANSERVE abides by the Data Privacy Act. By submitting this form, I give consent to ICANSERVE to process my personal information for purposes of The Pink Room auction.

_____ SIGNATURE	_____ Bid(s) received by
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