

New art promotion is full of bull

'Bulls for Charity' to raise money to battle hunger

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by [Margaret Allen](#) | Staff Writer

Antonio Banderas and Melanie Griffith are two of many celebrities raising money to fight hunger through a nationwide charity art auction rooted in Spain but launched from Dallas. "Art Bulls for Charity: Osborne's Charge Against Hunger" also has drawn famed Spanish chefs and fashion designers to its cause.

In a move reminiscent of Chicago's 1998 "Cows on Parade" public art exhibit, some 25 notable personalities have each agreed to decorate a rendition of what has become that country's famous icon -- the black bull.



Family-owned **Grupo Osborne** launched the fund-raiser to celebrate the 50th year since Osborne's bull logo was created, according to Janet Kafka, owner of Dallas-based public relations and marketing firm, **Janet Kafka and Associates**, which handles Osborne's publicity and marketing in the United States.

Kafka, who is also honorary Spanish consul in Dallas, dreamed up the promotion. She said 100% of the proceeds will go to the Washington, D.C.-based nonprofit Share Our Strength, known for its "Taste of the Nation" event where chefs, restaurateurs and food-service professionals in 70 U.S. cities, including Dallas, raise money to battle hunger.

The national "Art Bulls for Charity" fund-raiser has spawned a local version too, according to Terri Provencal, group publisher of magazine Modern Luxury Dallas. About a dozen bulls slated for exhibit in Dallas are being painted by local artists. Money raised will benefit the **North Texas Food Bank**, she said.

Made famous by the "bullboards" that have dotted Spain's countryside for half-a-century, the black bull is now that country's internationally recognized symbol. The bull originated in 1956 as a brand logo for Osborne's Veterano Brandy, but the bull's popularity has eclipsed both the brandy and the company.

The 9,000-pound bullboards stand four-stories tall. In 1997 they were declared part of Spain's national heritage and have even been exempted by Spain's government from laws banning public billboards.

For the charity bulls, Osborne is supplying its celebrity artists with a smaller version of its bullboard. Each artist will receive a two-dimensional PVC plastic cutout of the bull, six tubes of acrylic paint, a mixing pallet, brushes, drop cloths and an artist's apron. The 8-inch-thick "canvas" measures about 3-feet square and is designed to hang on a wall.

Besides movie stars, the selected artists who are donating their time include TV personality Dr. Phil, Spanish chef Ferran Adria and fashion designer Agatha Ruiz de la Prada.

The finished artwork will tour through several U.S. cities. The first public viewing will be an open-air exhibit Nov. 3 in Dallas at the third annual walk-around of the design district, "Design on Dragon." The local bulls will be auctioned during the design district event. The Osborne bulls will then go on to tour to Chicago, Washington, D.C., San Francisco, Los Angeles and finally to Miami on Feb. 23-25, 2007, for the South Beach Wine & Food Festival, where they'll be auctioned online.

Navis Pack & Ship Center of Dallas, owned by Kevin Wortley and Marc Oxford (pictured above), is donating its services to ship the Osborne bulls to the artists. The franchise, part of Denver-based Navis Pack & Ship Centers, specializes in fragile, large, awkward and valuable antiques, art, electronics and furniture.

"It was a perfect fit. We've already started doing a fair amount of business for the design district," Wortley said.

Kafka said the enthusiastic response to "Art Bulls for Charity" exceeded expectations. "It's larger than life," she said. "I could honestly keep these bulls on tour for a year."